

Media Planning at Goodyear

Interview with K. C. ZONSIUS

Buyers Concerned Over Media Services

PHILLIP W. WENIG

Program Setting and Time Buying

BEN LEIGHTON

Bill Thomson of the Bureau of Advertising

GEORGE BENNEYAN

*Media*scope®

DECEMBER 1960 — 75 CENTS

THE BUYERS OF ADVERTISING / PUBLISHED BY STANDARD RATE & DATA SERVICE, INC.



ATLANTA: The Market and Its Media

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10. Special Information

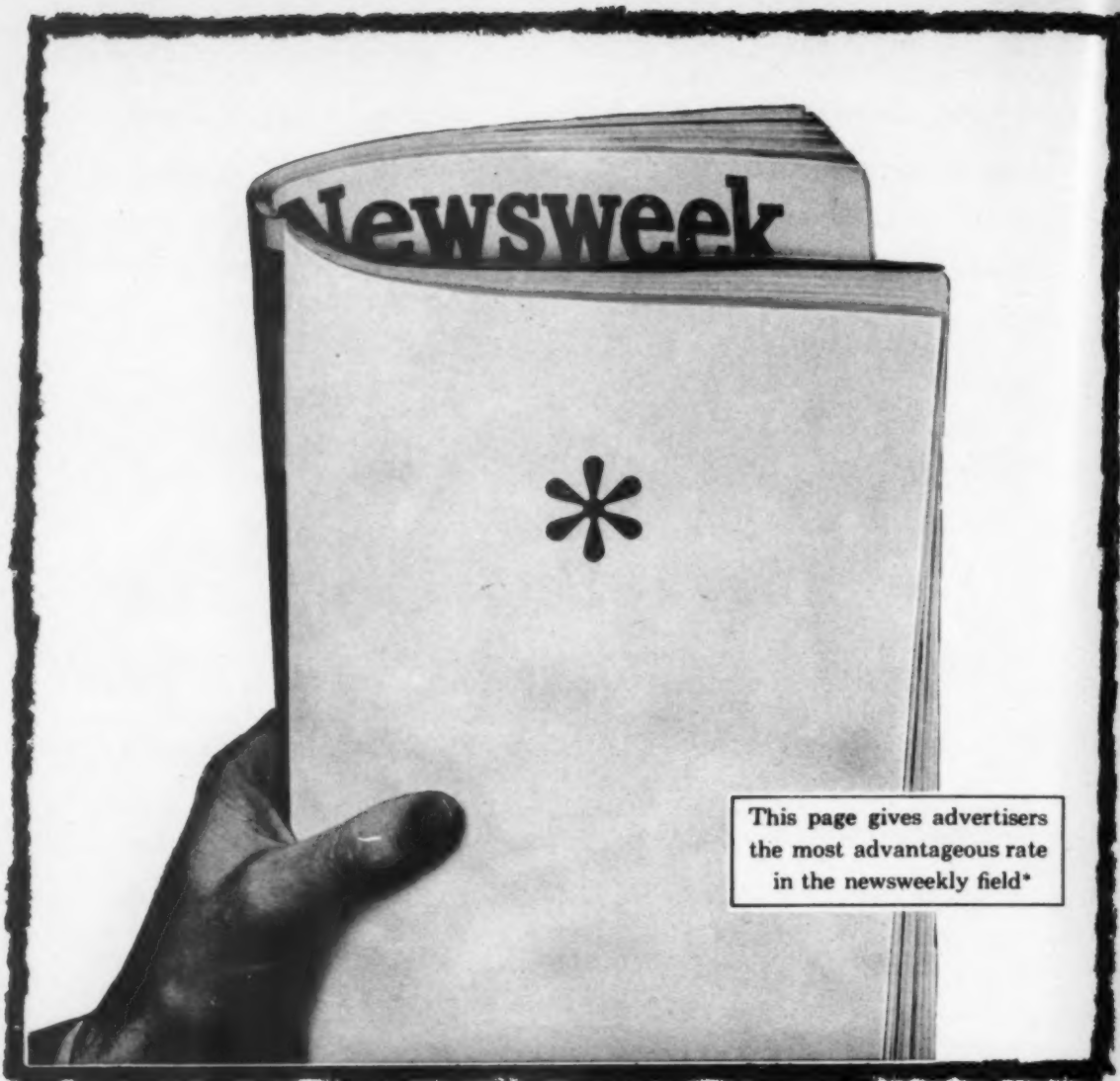
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For qualified people in media-buying in U. S., its Possessions and Canada: \$3 a year, \$5 two years, \$7 three years. All other countries \$6 a year, \$10 two years.
For people outside the media-buying function (publishers, time and space salesmen, associations, research organizations, etc.) in U. S., its Possessions, Canada: \$7.50 a year. All other countries \$10 a year.
Subscription orders must show name and title of individual, name of company, and nature of company's business. Publisher reserves right to refuse non-qualified subscriptions.

MEDIA/SCOPE is published exclusively for those people with advertiser companies and advertising agencies engaged in or contributing to the media-buying function.
MEDIA/SCOPE is published monthly by Standard Rate & Data Service, Inc., 5201 Old Orchard Road, Skokie, Ill. Printed in U. S. A. Accepted as controlled circulation publication at Lafayette, Ind., and Skokie, Ill. Copyright 1960 by Standard Rate & Data Service, Inc. Change of mailing address must reach Circulation Department two weeks in advance of publication date.

What Does 12-12 Mean to the Automotive Industry?

The recently announced decision by American automobile manufacturers to extend the factory warranty on new cars to twelve months or 12,000 miles will have considerable effect on the overall automotive service market.

Without question, this step will mean that shop traffic in the service department of the car dealer will increase tremendously. This increase in traffic does not mean that the dealer is only going to do more warranty work. In fact, it will mean his importance as a service outlet will be greater than ever.

If you are involved in the marketing of any product connected with the servicing of automobiles, consider the effects of this latest industry move. It's no secret that the 12-12 plan, coupled with the service problems of the new compacts which automatically broadens the service scope of every car dealer, will present a challenge to his service operation.

In many cases, the dealer will need more shop space, more equipment, bigger parts facilities and more service personnel to handle the increased traffic.

What does this increased traffic mean to you? Let's take one item as an example! The average dealer has always sold a lot of oil. Here is what's going to happen to his oil sales in the next year:

**If shop traffic is increased 25% . . . the average dealer will sell an additional 2,415 quarts of engine oil in twelve months. If shop traffic is increased by 50% . . . it would mean an additional 4,830 quarts.*

When you multiply the above by the 34,000 car dealers in existence, you must reach the conclusion that a tremendous amount of oil will be sold through the car dealer market in the coming year.

Here are some of the other resale items which will automatically be increased because of greater shop traffic. *85% of all dealers sell anti-freeze, and they're going to sell a lot more. Lubrication jobs will increase considerably from the present *185 per month. Sale of oil filter elements or cartridges, air filters, oil and gasoline additives, windshield wiper solvent, as well as many across-the-counter items are due for a big jump.

Consider what a significant increase in the number of tune-up jobs per dealer will mean in the sale of spark plugs, distributor points, fan belts, wire and cable and the many other products allied with this particular service.

Increased shop traffic will mean improved sales by the dealer of tires, batteries and many accessory items. Sale and replacement of such parts as mufflers, tailpipes, headlamps and other fast moving items will be greatly affected by increased shop traffic. Wheel balancing and front-end work will gain considerably. In fact, more service customers will mean greater sales for just about every part and accessory handled by the dealer.

Increased shop traffic is going to help the dealer get an even greater share of bump and paint work. And *72% of all dealers are going to be vitally concerned with this, because they are equipped with bump and paint departments right now.

The above are just some examples of what looks like a move that will make the dealer of ever-increasing importance in the automotive service market. If he has been important to you in the past, his importance is now greater than ever. If he previously has not been a major factor to you, chances are you should now seriously consider selling him.

What about equipment and tool sales to the dealer? Considering the above, it's obvious that the average dealer is going to need a lot more equipment; and he's going to replace his present equipment a lot faster because of greater use. You can bet that anything that will help the dealer handle the upcoming increase in shop traffic will be given thorough consideration when making purchases for his shop.

With the increased importance of this market, the question is how can you better communicate with and sell your products to the car dealer market. The best way is to advertise in the one publication that is the recognized leader in this field. AUTOMOTIVE NEWS has more car dealer subscribers than any other publication. AUTOMOTIVE NEWS is the preferred trade publication of more dealers than all other automotive publications combined. To reach this market, you can't depend on secondary or overlapping coverage of publications primarily designed to serve other segments of the market.

In fact, as an example, a recent survey by R. L. Polk & Company shows that among those dealers who read one or more other automotive publications, Automotive News is preferred overwhelmingly. For instance, of 2,827 dealers indicating a preference for one publication over another, 2,093 named Automotive News compared to 491 who named any of twelve other automotive publications. Even the second-ranking publication in preference was outdistanced by Automotive News by a margin of 12 to 1. This readership and preference for Automotive News is understandable when you consider the kind of reporting service dealers have been receiving for over thirty-five years.

The fact that more dealers subscribe to Automotive News and pay \$9 a year (a rate more than twice as high as any other automotive publication with no premiums or cut rates) and they consistently renew their subscriptions at a phenomenal rate of 85%, is testimony to the kind of coverage offered in this market.

Why not contact your Automotive News representative today and get ready to step up your selling efforts in the expanding car dealer market!

*Based on Automotive News Car Dealer Market Study. Free copy on request.

THE MOST INFLUENTIAL PUBLICATION IN THE AUTOMOTIVE INDUSTRY

REPRESENTATIVES:

NEW YORK: Murray Hill 7-6871—Edward Kruspak, Howard E. Bradley

CHICAGO: State 2-6273—J. Goldstein, Bill Gallagher

DETROIT: Woodward 3-9520—R. L. Webber, William R. Maas, Roy Holihan

SAN FRANCISCO: Douglas 2-8547—Jules E. Thompson

LOS ANGELES: Hollywood 3-4111—Robert E. Clark

Member



Member



MEMO TO MEDIA:

FROM OUTER GWINNETT TO RICH'S

On page 119 of this issue, Media/scope presents the first in a series of special studies on our country's major metropolitan areas, their markets and media. The significance of these studies is the immense reflection of change in markets and media created by the population growth between 1950 and 1960.

There are many examples to show that population growth provides a beneficial stimulus, often indeed is the stimulus powerful enough to shake men out of their established customs and ways and make them seek something better. This relationship between growth and progress not only holds true in the realm of fact, but also in the realm of ideas.

The tactics of media in retaining their old customers, their innovations, plans and new ideas used in developing the markets created by this growth and progress are presented and analyzed in Media/scope's first study, "Atlanta: the Market and its Media." This documentation is not just one of people and per capita income, but is one of expansion and flexibility as media have adjusted themselves to the area's changes in its markets.

The reason, of course, that all Atlanta media benefit from the rapid growth of Atlanta's suburbs is that the people who are making the cash registers ring in the new shopping centers in Gwinnett county to Rich's in downtown Atlanta "come in the main from the population increases rather than shifts in location."

These special studies, of which Atlanta is the premiere, will enable our readers to more successfully perform their duties and responsibilities. The studies give them a thorough, on-the-spot analysis of the great markets and their media today and the ideas and theories which represent the media practices of tomorrow and the markets they will sell.

To an advertising buyer, Media/scope offers more complete coverage of media matters than any other publication and it will continue to do so with features of the caliber of the Atlanta story. As such, to a media advertiser, Media/scope offers a unique opportunity to reach a precise audience of people who buy or influence the purchase of advertising, an audience that responds to Media/scope.

The reaction to Media/scope's publishing concept has been enthusiastic and can be measured in several ways. In a recent letter to us, Mr. Edmund M. Lassus, Director of Sales Promotion for Baby Talk magazine, said: "Advertising-wise, we have enjoyed greater response from our ads in Media/scope than in any of the trade magazines we have used over the past years."

(over)

Within a few days after the publication of the article, "How Allstate Decentralizes Media Buying," in the November Media/scope, we were advised that several agencies on the West Coast had solicited the Pacific Coast Zone account of Allstate. Mr. Robert E. Gorman, Advertising Director of Allstate, wrote us to say how pleased he was at the handling of the article by our staff and that "the number of comments we have received represent a tribute to the readership enjoyed by Media/scope."

These comments are significant. More and more they affirm the fact that Media/scope is on course in our effort to serve a vital function, the analysis and buying of advertising. Equally important, they tell us that our readers respond vigorously to Media/scope's editorial and advertising fare.

Further recognition of Media/scope's vitality, and its importance in serving both buyers and sellers of advertising is our advertising record in 1960. Media/scope's advertising gain in 1960, over 1959, was 251-5/6 pages, an increase of 35.7%, while Media/scope's billing in 1960 represented a gain of 35.5% in revenue over 1959.

Every year this upward trend continues as it has since Media/scope was first published in October, 1957. This acceptance by media of Media/scope and its publishing concept for selling advertising is evidence that Media/scope's standards keep it lined up on its target--serving buyers of advertising.

We at Media/scope wish you a merry Christmas and a most successful and prosperous business year in 1961.

Sincerely,



A. W. Moss
Assistant Publisher

(This insert appears only in those copies going to our complimentary list.)

Serv
Sand
Carrol
Ephraim
George A
John
Janet
Judith R
Linco
H. P. A
ADVE
Edward T.
Thom
James
F. LeRo
John E
James H.
Don Harwa
B
John F.
Margie
George J.
A. G. Gi
RE
Phillip V
Charles B. S
EXEC
Walter E. E
C. Lau
Albert W. M
& A
E. L
Frank J. Ceit
ED
BUS
PUBLISHIN
5201
S
Y
MAIN EDIT
420
New Y
Mu
SOUTH
Jan
525 EX
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Fl
PACIF
Don
1709
Los A
H

MEDIA/SCOPE

Serving the buyers of advertising
Published monthly by
Standard Rate & Data Service, Inc.



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Roger Barton

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New York 17, New York
Murray Hill 9-6620

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Dallas 35, Texas
Fleetwood 1-4523

PACIFIC COAST OFFICE

Don Harway & Co.
1709 W. Eighth Street
Los Angeles 17, Calif.
Hubbard 3-5141

From the Publisher's Notebook



MEDIA AWARDS—AND YOU

The year-end is a stock-taking time for all of us. We look backward and add up the successes and failures of the last 12 months. We look ahead and profit by experience. In the process of doing this, I hope that you will resolve to enter actively into the Annual Media Awards program that is sponsored by this magazine.

In looking backward through 1960, I am sure that many of you will find much to be proud of, great accomplishments by you and your associates engaged in buying of advertising. As you think about these things, see if one or another of them does not fit into one of the classes that we have set up for awards in your field. These classes are:

1. *Public Statements.* Here the award goes to an individual or an organization for a contribution to creative media thinking as expressed in a public address, article, book or other document.

2. *Media Research.* This is for a significant contribution to media research which has served to improve the delineation of media or their markets.

3. *Media Technique.* This is for an innovation in the use of media, in the sense of an imaginative or novel technique or device that may be a part of a media plan but is not necessarily a complete plan.

Those who send us entries can find the collecting of material to enter a very worthwhile activity. It gives them a reason to pull together the facts about their activities during the past year. And once the material is assembled, they find themselves assessing what they have done in a new way—and from this drawing new insight and new inspiration for the work at hand: planning ahead.

Some of those who enter also find that the assembly of material in an organized form gives them a source for promotion that they find useful all year: in new business presentations, in talks before industry groups, in training new people, in reports to management.

Some of the entrants, of course, experience not only the thrill but also the tangible gains of receiving one of the Awards.

All of them gain experience and stature by the simple but most important fact of participation in an event that has come to be the principal celebration of the media buying fraternity during the year.

As in the past, the presentations will be made at the Annual Media Awards luncheon in April by a distinguished panel of judges chosen from the advertising business.

An entry blank that will tell you more about the awards and how to enter is in this issue. Win, lose, or draw, I sincerely believe that it is worth your while to participate.

Walter E. Botthof

INSIDE SOLID CINCINNATI:



"And the nice thing is . . . these Cincinnati Enquirer families each have \$600 a year more to spend than the average Cincinnati family!"

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

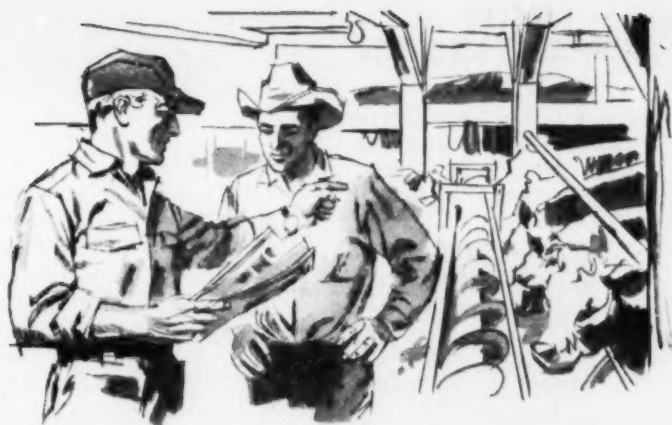


Daily Enquirer families *make more, need more, spend more*. You're in *solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Media/Scope, December 1960

57% keep for future reference!



Most media are short lived. The fifteen second commercial lasts fifteen seconds. The newspaper rarely outlasts its issue date. Many magazines are in use only a few days.

But **SUCCESSFUL FARMING** is read, studied, consulted, referred to, clipped, filed, kept in scrapbooks, for months and years. Some 57% of its families keep it for future reference; and 70% refer to advertising in back issues!

Why? Because this magazine gives big returns to its readers—in better business, in better living.

It helps the business man farmer make better use of his time, his money, his land, his equipment; helps him plan his future. It helps his wife with her work, her plans, her menus, her children, her social affairs.

It gives case histories, reports of actual applications, diagrammatic directions. It pictures in color—kitchens, family rooms, laundries, bedrooms, patios, gardens, swimming pools. Its contents can be believed, trusted, followed. Because it has been benefiting its readers for fifty-eight years, it has a very considerable influence—unmatched by any other medium. And influence that affects the reception and response of every advertisement in its pages! The advertiser not only buys space, but influence.

In circulation, SF does not compete with today's telephone numbers. But of its 1,300,000 families 87% own or operate a farm—the cream of the country's big producers, big earners; and one of today's class markets.

Want your advertising to make some sales? Put it in **SUCCESSFUL FARMING**. Any SF office can give you all the details.

SUCCESSFUL FARMING . . . Des Moines, Chicago, New York, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.



FOR ADVERTISERS ONLY

Look what's been happening to circulation since Family Circle started its program of expanded service editorial for homemakers:



July 1960
526,000*
ahead of July '59



Aug. 1960
264,000*
ahead of Aug. '59



Sept. 1960
1,265,000*
ahead of Sept. '59



Oct. 1960
892,000*
ahead of Oct. '59

We're beating last year's circulation by a big margin.
Nov. forecast: 6,000,000 ...
Dec. forecast: 6,300,000

FAMILY CIRCLE
FOR
HOMEMAKERS
ONLY

Letters from Readers

AUDITS STUDY

The article in the October issue of MEDIA/SCOPE, ("Business Publication Audits ... What They Are ... What Users Say About Them") turned out very nicely. Please send me three more additional copies.

GEORGE L. MILNE
President, Domestic Engineering
Company, Chicago.

I should like to compliment you on the "Business Publication Audits" feature in your October issue. I found this very valuable, as I am sure many other persons will, too.

J. J. HONOMICHL
Marketing Division, Chicago Tribune,
New York.

USEFUL FOR SMALL AGENCY

We received our first issue of MEDIA/SCOPE, and we are very happy with it. This magazine has about everything in it that our agency could desire.

This agency is small now, but will not remain so for long. Our accounts are all industrial and very cautious when it comes to buying; this is where I am sure MEDIA/SCOPE will be our greatest aid. Just glancing through this issue I can see other topics on industry that will keep us informed on trends and what the big agencies are doing. I am sure MEDIA/SCOPE will be a valuable tool for us.

STANLEY SUTRYNOWICZ
Stanley Advertising Incorporated,
Hialeah, Fla.

ADVENTURE WITH MCGIVENA

I just read George Benneyan's No. 9 in his series of "Adventures in Promotion" ("The Blast from Leo McGivena"), and it was a wonderful, warm experience.

I first met Leo McGivena when I was promotion manager of *Nation's Business* and I had the account. To read this story, written as well as it is, was deeply enjoyable to me.

WALTER E. MAREK
Associate advertising director, U. S.
News & World Report, Washington.

MEDIA CLINIC

Many thanks for providing the Media Clinic, Chicago Federated Advertising Clubs Workshop with copies of the September issue of MEDIA/SCOPE.

I'm sure that not only the Directory of Associations portion, but also the many other fine articles in this issue will be most beneficial to the enrollees in this course now and in the future. And, a special thank-you to MEDIA/SCOPE for continuing to publish this information.

DAVID J. STETZ
Chairman, Media Clinic, CFAC
Workshop, Chicago.

RATINGS IN BROADCAST ADS

Congratulations on the establishment of your new policy regarding the incorporation of ratings in broadcast ads. We have been very much concerned with the looseness with which some stations have treated this important subject, and I hope that other magazines in the field will follow your lead. In any event, we are taking your policy as a shining example, and suggesting it to other magazines. You can count on our complete support, as well as that of all the stations we represent.

ARTHUR H. MCCOY
Executive vice president, John Blair
& Company.

PRESS ASSOCIATION

Congratulations on MEDIA/SCOPE's third birthday!

You do a specialty job that is needed indeed, and you do it with a thoroughness and readability that make a fellow enjoy the material.

I regret that our association was not included in the directory of 117 associations in your August issue.

ROBERT BARAM
Executive secretary, New England
Weekly Press Association, Boston.
Our apologies to the New England
Weekly Press Association. It will be included in the next edition of our directory of associations useful to buyers of media.—The Editor.

(Continued on page 10)

Homemakers
read Family Circle
for a
treasure chest
of

Appetizers Breads Cakes Casseroles Desserts

food ideas

EVERYWOMAN'S FAMILY CIRCLE MAGAZINE • OCTOBER 1960
EVERYWOMAN'S FAMILY CIRCLE MAGAZINE • JUNE 1958

EVERYWOMAN'S FAMILY CIRCLE MAGAZINE • APRIL 1960

EVERYWOMAN'S FAMILY CIRCLE MAGAZINE

EVERYWOMAN'S FAMILY CIRCLE MAGAZINE • MARCH 1959

EVERYWOMAN'S FAMILY CIRCLE MAGAZINE

EVERYWOMAN'S FAMILY CIRCLE MAGAZINE • OCTOBER 1958

EVERYWOMAN'S FAMILY CIRCLE MAGAZINE • NOVEMBER 1958

On any typical day—5,250,000 homemakers who buy Family Circle set 19,000,000 places at their dinner tables. These homemakers approach meal planning with pleasure and creativity. According to a six-month study by the Institute for Motivational Research, homemakers rely on Family Circle for *the best in food and recipe content*. They consider it *useful, practical, authoritative*. They find an abundance of new and interesting ideas in the magazine's food articles, illustrations and advertisements. More than half the readers save their copies for future reference. Good reasons why Family Circle is the essential medium for food advertisers.

FAMILY CIRCLE

FOR
HOMEMAKERS
ONLY

why you can't get an
AIRCRAFT & MISSILES
HANDBOOK
ISSUE
 until next March



Last March, the A & M Handbook Issue was an aerospace industry sell-out, with orders for copies flooding in so fast that we just plain ran out. Aerospace engineers went wild over the Handbook issue because it contains the stuff they want and want badly. They use it for design specs and buying data.

The lesson is clear for wide-awake advertisers. Here is the single issue that's the basic buy with twelve months of exposure. This is the one your customers and prospects keep and use... this is the one reference aerospace engineers find almost indispensable.

Closing date is February 8th for the 1961 issue. It will be crammed with more of the data that made last year's issue such a sensation. Regular advertising rates make it a real media bargain. Call, write or wire your A & M representative today.

**SOME OF THE REFERENCE FEATURES THAT
 GIVE THIS ISSUE ADVERTISING EFFECTIVENESS**

- Directory of missiles and space projects — their service assignment, mission and current status
 Including: Technical illustrations and physical specifications
- All available data on future missile projects
- Dollar value of contracts of all major missile contractors — prime and subcontractors
- Company names and addresses with names of project heads in engineering — procurement — production
- Aircraft specification and data charts — U.S. and foreign
- Aircraft engine specification and data charts
- Data on propulsion and fuel systems
- Data on guidance systems, including listings of manufacturers, principal types and contract values.

BONUS CIRCULATION AGAIN THIS ISSUE

AIRCRAFT & MISSILES
 THE APPLIED ENGINEERING MAGAZINE FOR THE AEROSPACE INDUSTRIES

A CHILTON PUBLICATION
 609 AND CHESTNUT STREETS
 PHILADELPHIA 38, PA.
 SHermoo 5-2800

Letters

(Continued from page 8)

LIKES LONG CHECK LIST

Your marketing plan approach to advertising appropriations with a long check list is a very helpful and thought provoking document for most advertisers planning their programs.

This certainly does make sense and such a check list is most practical. Naturally, only certain parts will be important to individual advertisers and it is only by having such an extensive check list can it be of value to all advertisers.

DAVID F. BEARD

General Director of Advertising,
 Reynolds Metals Company, Richmond, Virginia.

FTD ARTICLE

May we have your permission to reprint the Florists' Telegraph Delivery article, "Which Medium Sold More Flowers?" that appeared in your November 1960 issue? You show a picture of the poster and a picture of one of the newspaper advertisements, and thus your story carried more wallop because of the illustrations. This is, of course, what we would expect from a fine magazine like yours.

GEORGE F. VESLEY

Advertising and sales promotion director, General Outdoor Advertising Co., Chicago.

HAZARD TO LEISURE TIME

I want to take a moment to congratulate you on a superb October issue. Normally, in any given business paper, I will find one or two, or at the most three, articles which will be of unusual interest to me. In the October issue of MEDIA/SCOPE I found approximately seven such articles, which I can assure you cut substantially into the leisure time of my week end recently.

Your article on the British media examinations, the special report on audit bureaus, the description of industrial media strategy at Rockwell, and the discussion of data-processing in agencies (we happen to handle the Data Processing Division of IBM) were all of unique interest to me.

RICHARD C. CHRISTIAN

President, Marsteller, Rickard, Gebhardt and Reed, Inc., Chicago.

AEROSPACE INQUIRIES

26,000 AEROSPACE INQUIRIES ANALYZED BY

- Product
- Industry
- Job Function

PREDICT YOUR ADVERTISING RESULTS

Look at the chart. IBM-sorted inquiries pinpointed by product, industry and job function. This is an extraordinary sales tool for you, allowing an advance estimate of the number and quality of sales leads *Aircraft & Missiles* can produce for your product.

26,000 aerospace inquiries are only half of *Aircraft & Missiles'* 1959 output for advertisers — a remarkable total demonstrating conclusively that A&M has exactly the right editorial and circulation formula to produce results for you. Significantly, the average inquiries per product run far higher than in any other aerospace magazine whose inquiry results are known. Ask your A&M representative to show you the full compilation of A&M inquiry results. Then start getting these results for yourself.

READER ACTIONS	BY PRODUCT										BY INDUSTRY										BY JOB FUNCTION									
	ALL	1	2	3	4	5	6	7	8	9	ALL	1	2	3	4	5	6	7	8	9	ALL	1	2	3	4	5	6	7	8	9
EDITORIAL CONTENT	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
RESEARCH DATA	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TECHNICAL STAFF	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MANUFACTURING STAFF	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ENGINEERING STAFF	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SALES STAFF	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MANAGEMENT STAFF	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OTHER STAFF	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ADVERTISING STAFF	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
RESEARCH AND DEVELOPMENT	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MANUFACTURING	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
SALES AND MARKETING	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
ENGINEERING	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
MANAGEMENT	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
OTHER	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

AIRCRAFT & MISSILES

THE APPLIED ENGINEERING MAGAZINE FOR THE AEROSPACE INDUSTRIES

A CHILTON PUBLICATION

56th AND CHESTNUT STREETS PHILADELPHIA 26, PA. SIlverwood 3-3000

A Checklist on Regional Marketing for Media Executives

The big new development in national magazine advertising during the past few years has been the growth of regional editions. Five years ago, only a handful of national magazines offered advertisers any sort of regional or split-circulation opportunities. SPORTS ILLUSTRATED was one of the first. Today, nearly 150 magazines are selling regional space.

A basic reason for the tremendous growth of regional editions is the fact that regional advertising enables marketers to give national magazine backing and prestige to campaigns that can't yet afford a national magazine budget. Some of the other reasons are listed to the right.

If any of these ways to use regional editions seems to fit your marketing plans, may we suggest that you call or write William A. Marr, Regional Advertising Manager, SPORTS ILLUSTRATED, Time & Life Bldg., Rockefeller Center, New York 20—Judson 6-1212, and arrange to see our 15-minute presentation entitled, "16 Ways to Use Regional Advertising"—with appropriate illustrations from the Regional Editions of SPORTS ILLUSTRATED.

Sports

Illustrated CARRIES MORE PAGES OF REGIONAL ADVERTISING THAN ANY OTHER MAGAZINE EXCEPT TV GUIDE*

- ☐ **1—COPY TESTING** Regional editions enable advertisers to carry out well-controlled, low-budget copy and art testing programs without the complications of split-run balancing and "marriages".
- ☐ **2—SPECIAL PROMOTIONS** Regional editions permit the use of a national magazine to help stage promotions geared to particular regional interests or events.
- ☐ **3—REGIONALLY DISTRIBUTED PRODUCTS** Marketers whose products are distributed only in certain areas can maintain high quality advertising campaigns by running in the regional editions of selective national magazines.
- ☐ **4—REGIONAL PRODUCT PREFERENCES** National distributors can take advantage of regional editions in adapting their marketing programs to products that sell better in some regions than in others.
- ☐ **5—INTRODUCING NEW PRODUCTS** Regional editions, by offering advertisers low-budget national magazine coverage of the nation's key test marketing areas are ideally suited for new-product campaigns.
- ☐ **6—SUPPLEMENTING NATIONAL CAMPAIGNS—1** Many advertisers have increased sales substantially by adding frequency and impact to their national campaigns with supplementary insertions in the regional editions which cover their best market areas.
- ☐ **7—SUPPLEMENTING NATIONAL CAMPAIGNS—2** Regional editions also serve an important function in helping advertisers add impetus to their promotion efforts in new market areas or in regions where their sales are generally low.
- ☐ **8—SEASONAL SELLING** Marketers of "warm weather" products and services, for example, can achieve new continuity in their advertising by using the national edition in the summer, one or more regionals in the winter.
- ☐ **9—RETAIL ADVERTISING** Thanks to regional editions, large and small retailers—previously limited to available local media—can now reach their best customers through the same medium used by the biggest national advertisers.
- ☐ **10—SPECIAL REGIONAL EVENTS** Regional editions have proved exceptionally valuable in helping advertisers capitalize on the public interest and enthusiasm stimulated by particular regional events—such as trade shows, Bowl Games, the World Series, etc.
- ☐ **11—LOCAL DEALER TIE-INS** National distributors of all sorts have successfully used regional editions to "personalize" their national campaigns and focus new attention on their local dealers in particular areas.
- ☐ **12—IMPORTS** Through careful use of regional editions, importers have been able to successfully cover their best customers in areas served by their distributors—and by adding new regionals as their distribution increases, to keep pace with their growing advertising needs without spending more than they should.
- ☐ **13—AIRLINES** Many airlines use regional editions to sell commercial flights in the route cities covered by these flights.
- ☐ **14—LIMITED-BUDGET ADVERTISERS** Now even the most budget-conscious marketer can afford to advertise in a quality national magazine that reaches his very best customers by selecting one or more of the national magazine's regional editions.
- ☐ **15—HOTELS** Hotels can make the most of limited advertising budgets by choosing regional editions which cover only those areas which supply the bulk of their guests.
- ☐ **16—LEGALLY RESTRICTED ADVERTISERS** Companies who are prevented by law from selling in some states can now enjoy "national" status by advertising in the regional editions of national magazines.

*Source: PIB

Media/scope, December 1960



Scope on Media

A LOOK AROUND AND A LOOK AHEAD

CANADIAN MAGAZINES SEEK PROTECTIVE TARIFF

The revival of a protective tariff against magazines imported into Canada from the United States is requested by implication, although not in specific detail, in a brief filed by the Periodical Press Association of Canada with the Royal Commission on Publications last month. Advertising revenue is to an increasing extent being diverted from native Canadian media into media of U.S. origin that are distributed in Canada. The Canadian publishers call this unfair competition. They resent the loss of revenue, the ability of U.S. publishers to re-use material at low cost in Canada, postal rates which they claim help foreign competition, the spread of non-Canadian ideologies by U.S. publications.

In 1956 a tax of this kind was tried: It was a 20 per cent levy on the advertising revenue of foreign magazines circulated in Canada and carrying Canadian advertising, unless the editorial content was at least 75 per cent Canadian in origin. This froze five publications of U.S. origin out of the market; but *Time* and *Reader's Digest* went right on publishing, raised rates to cover the tax increase, and reaped a greater percentage of total Canadian magazine advertising revenue.

In June 1958 the tax was repealed by the present government. *Time* and *Reader's Digest* moved ahead faster than ever in Canada. Two of the magazines that have been frozen out of the market, moved back in. At least four additional U.S. magazines moved into the Canadian market in force.

MAGAZINE RACE

The race for pages of advertising and dollar sales among three women's magazines has been an exciting one in 1960. The three are: *Good Housekeeping*, *Ladies' Home Journal*, and *McCall's*.

In pages of advertising, according to publisher's estimates for the year 1960, *Good Housekeeping* will maintain its long-time lead, with 1,121 pages. *McCall's* is close with 1,103 pages. *Ladies' Home Journal* had 928 pages (calculated from its released figures of 631,127 lines for the year, and 680 lines to the page). *McCall's*

moved up to a close second by selling 301 pages more in 1960 than in 1959, while *Good Housekeeping* was off 128 pages in 1960 compared to 1959, and *Ladies' Home Journal* was off 154 pages in 1960 compared to 1959.

In dollar volume, *McCall's*, according to publisher's estimate, racked up \$31,569,000 in advertising revenue—an increase of \$11.3 million over the year previous, a whopping 55 per cent gain. Publisher's estimate on *Ladies' Home Journal* for 1960 was \$28,263,503—off \$2.5 million from the year previous. Publisher's estimate for *Good Housekeeping* is revenue of \$22,094,383 for 1960.

At the end of the first quarter 1960 all three publications were relatively close in pages of advertising: *Good Housekeeping*, 239.41; *Ladies' Home Journal*, 230.34; *McCall's* 239.94—according to Publishers Information Bureau reports. By the end of the third quarter 1960, *McCall's* took the lead: *Good Housekeeping*, 768.71; *Ladies' Home Journal*, 690.85; *McCall's*, 776.64. But *Good Housekeeping* recovered its advertising page lead in the fourth quarter.

As the race moved into 1961, *Good Housekeeping* was advertising: "For the 38th consecutive year *Good Housekeeping* leads the women's service field in total pages of advertising." *McCall's* in a news release was saying: "Advertising revenue totaled by *McCall's* in 1960 is the highest ever recorded by any women's magazine."

U. S. MEDIA EXPAND WORLDWIDE

The proposed revival of a tariff barrier in Canada to U.S. magazines will presumably be an early consideration for the new International Committee of the Magazine Publishers Association, Inc. The new committee, says MPA, will be interested in "national and international postage and freight rates, tariffs and currency restrictions, censorship, compilation of adequate statistics on readership, circulation, and advertising, and even credit ratings of magazine distributors in many countries." According to MPA, American consumer and business publications have a total circulation overseas of more than 14.2 million and circulation revenue of between \$50 million and \$60 million. "The American magazine abroad," says Harry C.

Scope on Media

Thompson, chairman of the new committee, "is strengthening democracy everywhere."

On the move in the area of statistics related to international marketing is Bernard Rome, who recently established The Rome Report as an advertising measurement service in this field. Mr. Rome's estimate places expenditures in international media during the first half of 1960 at \$14 million—half of this placed by U.S. advertisers. His theme, as expounded before the New York Chapter of the American Marketing Association last month: "International marketing will soon embrace a new marketing concept: the *world organization* idea, using promotional techniques to establish a *world organization image*, with *world management* replacing international management."

On the move in still another international area is Metropolitan Broadcasting Corporation, which has established a new division: Worldwide Broadcasting, with Ralf Brent as president of the division. Key station of Worldwide is WRUL, commercial shortwave facility that currently broadcasts in five languages daily to Latin America, Europe, and Africa. Worldwide will also operate as an international radio representative firm through an Inter-American Network of more than 75 affiliated stations in Latin America. And it is able, through its own programming service, to distribute special events material through a network of 200 local affiliated stations. Soon to move into a Worldwide Broadcasting Center that is under construction in New York, it is expansion-bent in the fields of international broadcasting programming, and radio representation.

REGIONAL TREND (Continued)

The trend to regionalization of media continues in the magazine, newspaper, and radio fields. On January 6, *Life* will increase its splits from three to seven, and at the same time make available test market services for national advertisers wishing to introduce new products in practically any segment of the U.S. market desired. Starting January 20, *Time* will publish four U.S. regional editions in every fourth issue: and it will accept full-page advertisements in any one or any combination of editions. *Good Housekeeping* adds a "Match-a-Market" plan with its March issue, making five editions available individually or in any combination to full-page, double column, or horizontal half-page advertisers. *Family Circle*, a long-time distributor of sectional editions, will increase flexibility in its seven editions with its April issue so that advertisers can make four-color copy changes in any edition. In the international sphere, *Life International* will add in June a regional edition for Europe, covering the continent, the British Isles, Turkey, and Israel.

Four newspapers have banded together to form another regional newspaper package in Texas (see *Scope on Media*

for November on The Texas Group previously formed). The new group is The Northeast Texas Market Group, including the *Denison Herald*, *Greenville Herald-Banner*, *Marshall News Messenger*, and *Paris News*—all members of the Texas Harte-Hanks group. Starting January 1, it will make available a group rate for advertisers buying all four newspapers that represents a 20 per cent saving when compared to individual rates. The group line rate is 33 cents. Circulation of the four newspapers totals 44,762 in a non-metropolitan area containing 350,000 people.

In the radio field, Peters, Griffin Woodward has set up the "Car-Va" area for spot radio coverage in Virginia, North Carolina, and South Carolina, via eight stations that can be purchased with a single rate card and one contract. The stations are WRVA, Richmond, Va.; WDBJ, Roanoke, Va.; WPTF, Raleigh, N.C.; WSOC, Charlotte, N.C.; WSJS, Winston-Salem, N.C.; WLOS, Asheville, N.C.; WIS, Columbia, S.C.; WCSC, Charleston, S.C. Accelerated growth of regional media packages like these is forecast for the year ahead.

AUDITS CONTINUE IN SPOTLIGHT

The ink was hardly dry on the Audit Bureau of Circulations first mock-ups of its ivory colored, optional form for reporting paid and free circulations of business papers when Business Publications Audit switched to mandatory reporting of paid and non-paid circulation on a new single audit form. The new form will be used by all 501 BPA member publications for their June 1961 publisher's statements; but the mandatory ruling regarding the reporting of paid will not go into effect until June 1963. In the past, publishers could use either of two forms—reporting in one case paid and non-paid separately, and in the other paid and non-paid combined into one total. "The Action," according to Adin L. Davis, BPA president, "aims to dispel the traditional debate on the relative merits of paid and non-paid circulation. Both categories will be captioned as Qualified Circulation on the new report form."

Also last month, a survey made by The Gallagher Report shows continued interest in audits and in the details of circulation audits by advertisers, agencies, and media. Audit statements are considered important by 96 per cent of 536 advertisers and 99 per cent of 676 agencies reached in the survey. The Gallagher survey then went on to quiz respondents about methods of paid circulation procurement.

All three groups (advertisers, agencies and media) agreed that full-price subscriptions sold by mail without premium are best. Advertisers indicated a distrust of the common practice of selling subscriptions with premiums, apparently not fully aware that many of these premiums are made of editorial material from publications—in effect, samples of content.

NOW...

in the Detroit Market
advertisers get



NOW... in one greater-than-ever evening newspaper, readers of The Detroit News and former subscribers to the Detroit Times get all the regular News features plus the best of the Times features, too.

NOW... through this one bigger-than-ever Detroit NEWS, advertisers can sell Detroit's mass market more thoroughly and more economically than ever.

NOW... one newspaper does the work of two for you! This greatly-expanded, one and only evening newspaper gives you ALL THE DETROIT NEWS CIRCULATION ... PLUS!

NOW, IN DETROIT, ALL YOU NEED IS THE NEWS!

The Detroit News

INCLUDING BEST FEATURES FROM

Detroit Times



MAKE UP TO HER

FAVORED READING OF 2,600,000 COSMETIC CONSUMERS

You'll get much farther wooing the right ones! The consumers who listen, look, and latch on to your product. To curry her favor, buy 'TEEN, the sales influence on over two-and-a-half-million "make-up mad" teenage girls.

They're worth winning. Just a sample of the kind of facts and figures we uncovered about our readers: 70% use face make-up (50% powder, 21% pancake, 29% liquid) • 86% use nail polish •

THROUGH 92% use lipstick (82.8% own 3 or more 'TEEN MAGAZINE lipsticks) • 66% use some

type of eye makeup • 52% prefer to buy cosmetics at a drug store.

How do we know? The 'TNCB told us so. Through our 'TEEN NATIONAL CONSUMER BOARD we survey the teenage scene, gathering data in every product category. Let us help you aim your message to the teenage market by giving you the answers before you advertise. One of the many benefits available for you when you buy 'TEEN.

TE
ANGELE
Hollywood
Hollywood 6-2
FRANCIS
Montgome
Brook 7-536
LOUIS
Olive Street
field 1-515
CLEVELAND
Schofield B
in 1-2006
Petersen



TEEN

MAGAZINE • ANOTHER PETERSEN PUBLICATION

GUARANTEED CIRCULATION READERS PER MONTH: 2,600,000

LOS ANGELES
600 Hollywood Blvd.
Hollywood 6-2111

SAN FRANCISCO
45 Montgomery St.
Market 7-5367

ST. LOUIS
16 Olive Street
Marketfield 1-5153

CLEVELAND
100 Schofield Building
Main 1-2006

CHICAGO
360 North Michigan Avenue
Franklin 2-6067

DETROIT
3337 Book Building
Woodward 3-8245

NEW YORK
17 East 48th Street
PLaza 1-6690

Petersen Publishing Company



Look a little closer
at the
TOP TEN MARKETS



The Nation's 2nd Market...
The Los Angeles-Long Beach
Metropolitan Area... needs
special scrutiny

Sometimes, for policy or budget reasons, your advertising is limited to a selection of media in the top 10 markets. In most of them the newspapers in the large city give adequate coverage. In the Los Angeles-Long Beach Metropolitan Area, it's different.

This is why: Los Angeles daily newspapers do not cover the important Long Beach "half". Not a single one of them covers even 1 out of 11 Long Beach City Zone homes. BUT THE LONG BEACH INDEPENDENT, PRESST-TELEGRAM REACHES ALMOST 7 OUT OF 10 HOMES in this city zone of over half million people.

THE RIDDER-JOHNS MAN WOULD
LIKE TO DISCUSS DETAILS WITH YOU

Sources: Sales Management Survey of Buying Power, 1960. Audit Bureau of Circulations report — 12 months ending March 31, 1960.

**Independent
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA
the International City
NOW OVER 1/2 MILLION POPULATION

Trade Talk



Dave Wacker

Help of the Editor . . . Comments made by some of the panelists at a recent meeting of the Society of Business Magazine Editors seem to have indicated criticism of business publication salesmen. Both Harold Wilt of J. Walter Thompson and William Daub of the Sun Oil Company seem to feel that it would be advantageous to them to have editorial concepts of business publications explained to them directly by the editors themselves. This obviously expresses dissatisfaction with the efforts of the space salesmen in carrying out this part of their jobs.

New Twist . . . According to James H. Morrow of Inland Newspapers, Inc., publishers would go broke if national newspaper rates were reduced to the level of local rates. It seems to follow, therefore, that papers would prosper if local rates were raised to the national rate level. With some editors complaining about the tight budgets under which they must operate, the additional income would not only permit editorial improvement in newspapers, but also provide funds for the market and audience research which advertisers and their agencies are requesting. However, such a rate adjustment would present a problem to the publishers . . . would the retailers take the rate increases? The answer probably lies in whether the papers need the retailers more than the retailers need them.

Hear This . . . At a seminar on business papers, Richard C. Christian, president of Marsteller, Rickard, Gebhardt and Reed, included in his remarks the prediction that media departments of the future are going to be staffed with true analysts. Today's media directors feel that they are now staffed with true analysts, though the results of their analyses are often brushed aside by agency presidents and account personnel as well as by

advertising managers and other top executives. More efficient media use might exist if the results of today's sound media analysis were not sometimes replaced by the personal preferences of those who have never done any media research.

Progress . . . The Television Bureau of Advertising deserves a pat on the back for its effort in trying to establish the relationship between television program viewing and purchases of sponsors' products. While the initial studies are experimental, the procedure under which they are being conducted has the advertising fraternity hoping that the results will prove that an efficient means has at last been found to show the real effect of television advertising on sales.

Good News . . . Widespread use of the new radio and television contract forms and issuance procedure will be a welcome boon to those buying and selling broadcast time. With representatives issuing all contracts, agencies accepting the procedure would eliminate almost all clerical work now involved.

Bogged Down? . . . Advertising media have always contributed much time and space for any worthy cause brought to their attention. Their outstanding cooperation with The Advertising Council is a shining example. One of the hot topics of conversation today is the public relations job that needs to be done to acquaint the consuming public with the advantages which advertising produces for them. It seems, however, that media are slow to get on the bandwagon in this important project to improve the stature of advertising in the public mind. Advertisers and agencies seem to feel that this is a worthy project for the media promotion associations in the immediate future.



The Art of Balance

... The Knight fell heavily on the top of his head exactly in the path where Alice was walking.

"I hope no bones are broken?"

"None to speak of," the Knight said ... "The great art of riding, as I was saying, is—to keep your balance properly ..."

Proper balance in direct selling and advertising is important, too! Publications used to carry your sales message should be in tune with your sales objectives and markets.

Rather than detail here a *wonderland* of superlatives or a *numberland* of statistics, we ask you to take the time to talk to your PRODUCTION representative—or write us direct for details on how PRODUCTION can help you.

You'll be *impressed* with the exciting "firsts" and "onlys" in circulation policy, the challenges made regarding readership, and the effective balance of market penetration!

PRODUCTION is probably the most effective industrial magazine in America today. It can prove to be an exciting supplement to your direct sales efforts in 1961—and at no increase in cost!

PRODUCTION

the magazine of manufacturing

Bramson Publishing Company, Box 1, Birmingham, Michigan

**This new
National
Yellow Pages
Service**
is the last link
in our marketing
chain...it'll sell
our prospects
right before
they buy!

TELL ME MORE!



Ad Mgr.: Well, it's our one sure way of selling prospects at the point of decision — and moving them to *our* point of sale.

MRG.DIR.: Use the Yellow Pages to *sell*?

Ad Mgr.: Right! New NYPS lets us tell people *why* to buy as well as *where*. We can now run the same kind of selling advertising in the Yellow Pages as we use in other media, and reinforce our selling message when people are ready to buy.

MRG.DIR.: But what about our tricky marketing set-up?

Ad Mgr.: With NYPS, we can buy ads in any combination of over 4000 Yellow Pages directories across the country.

MRG.DIR.: Do we *need* 4000 directories?

Ad Mgr.: Probably not. We buy only as many directories as we need to cover our market. There's no waste circulation.

MRG.DIR.: Sounds good. Let's move on it.

Ad Mgr.: We are — the NYPS rep and the agency are working on a plan right now!

ONE CONTACT / ONE CONTRACT / ONE MONTHLY BILL

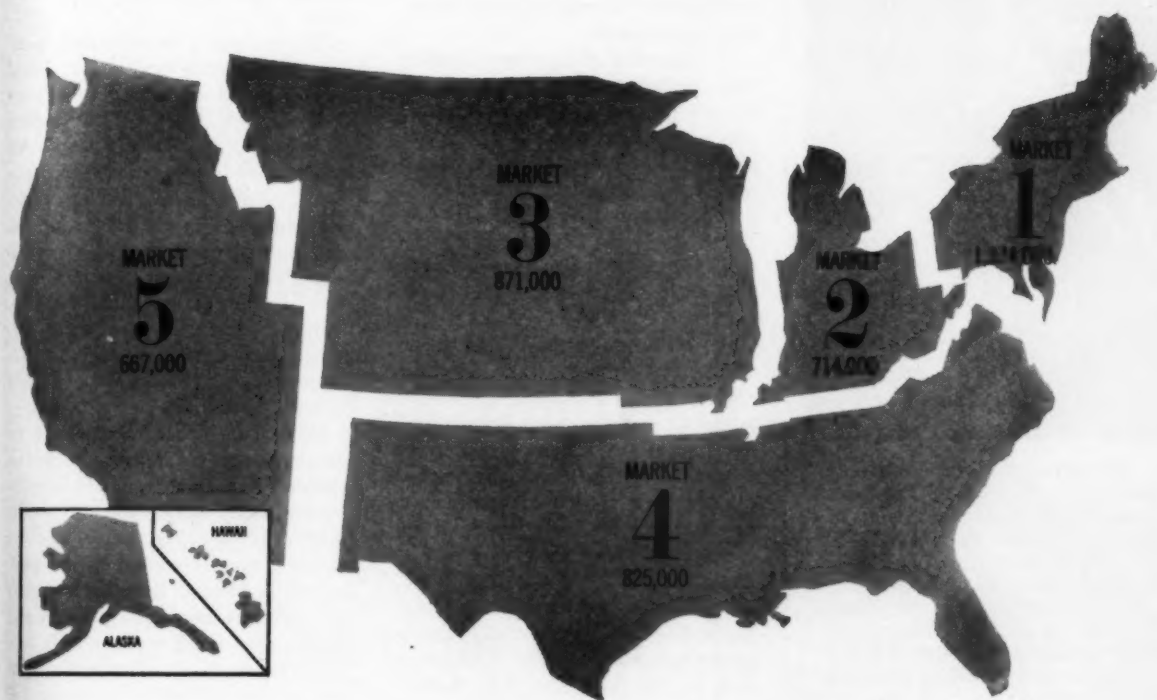
NEW



For details contact your NYPS representative through your Bell Telephone office.

Another Good Housekeeping First in the Women's Service Field!

"MATCH-A-MARKET" PLAN



5 REGIONAL EDITIONS STARTING MARCH 1961

Five editions to give you new marketing flexibility — five editions to cut the cost and shorten the time of introducing new products — five editions in which to use even more effectively the unique selling help of the Good Housekeeping Guaranty Seal! Now you can match your advertising with the specific markets you want to sell — a new marketing tool offered by Good Housekeeping. Call your nearest Good Housekeeping Office for full details.

1 Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey, Delaware, Maryland, District of Columbia

2 Michigan, Ohio, Indiana, West Virginia, Kentucky

3 Montana, Wyoming, Colorado, North Dakota, South Dakota, Nebraska, Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois

4 Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Tennessee, New Mexico, Texas, Oklahoma, Arkansas, Louisiana

5 Washington, Oregon, Idaho, Nevada, Utah, Arizona, California, Alaska, Hawaii

Figures shown in each marketing region on map represent circulation base, January, 1961.

GOOD HOUSEKEEPING
MAGAZINE AND INSTITUTE



©HEARST CORP. 1960

How you can
"prospect" for
new markets
and still
sell
current
ones.



... it's as easy and productive as panning in Fort Knox! Put your product story before the readers of **INDUSTRIAL EQUIPMENT NEWS**. There are nearly 80,000 of them ... important, multi-functional executives from all phases of U.S. industry ... from more than 40,000 plants representing more than 4/5ths of the gross national product!

With circulation like this — an exclusive circulation built on Thomas Register's continuing census of U.S. business and businessmen — you reach *all* U.S. markets for your products, *including* the ones you now sell and hope to sell in the future.

You owe it to yourself to get all the facts on this exciting, resultful medium — and you can: just ask for our latest Media Data File.



good for selling
... because it's
used for
buying!



INDUSTRIAL EQUIPMENT NEWS

461 Eighth Avenue, New York 1, N. Y.

Thomas Publishing Company
Affiliated with Thomas Register

Media/quotes

EGO INVOLVEMENT

The measurement of emotional environment of various media is a major variable between successful advertising and failure. It probably is the next media frontier which we must conquer, or at least attain some semblance of dimension from its present shapeless mass.

Measurement of ego involvement—basic feeling of a reader or viewer or listener toward a particular medium—at present must be based on the personal opinion or judgment of the top man in the media-marketing-research group. It cannot be delegated or assigned. It cannot be squared with established theory because none exists. The buck stops right in the corner office.

It is unfortunate that media, themselves, have been so slow to probe environmental measurement. I've talked to many research people who have given the subject considerable thought, but who eventually backed off and again started counting noses, numbers of cars and dollars of income ... because the problem is so monolithic.

The fact that there is some thinking in this area is evidenced by a few rather tentative published approaches, and by the fact that *The Ladies' Home Journal* is going to considerable expense to show us the extent to which "involvement" is a characteristic of its readers. Television has claimed for years that emotional involvement is an advantage of television over print, but claims and an established proof are quite different things. Most of the major media recognize that there is an "environment" which they place around an advertisement in their book or show or newspaper; but in the absence of measurement, this is an ungraded thermometer.—ERNEST A. JONES, pres., McManus, John & Adams, Inc., before Magazine Promotion Group, New York.

TRENDS IN MEDIA BUYING

Several trends have developed in media buying that merit our review today.

One is the marketing/media concept. Marketing is simply the aggrega-

gate of all functions that move goods from producer to consumer with maximum speed and minimum cost. The successful marriage of marketing, research, media, and merchandising results in a concentrated attack on an advertiser's well-defined market with a minimum of waste effort.

This concept is not new at Thompson, where media plans have always been prepared against a background of marketing objectives from which an overall strategy is developed that includes recommendations on basic media, merchandising, and copy. But more agencies in recent years have organized themselves for operation under this total marketing concept. Such a coordinated plan, imaginatively conceived, and carefully executed, provides advertisers major competitive advantages in marketing their goods and services.

Along with these changes in internal agency organization, there is a second important trend. This is the greater inter-relationship of media people with creative people, and the resulting greater contributions made by media toward more outstanding and efficient advertising programs. This is one of the real rewards of a media career today.—JAYNE M. SHANNON, broadcast media supervisor, J. Walter Thompson Company, before joint meeting of RTES and American Women in Radio and Television, New York.

MERCHANDISING HELP

It is my feeling that it is the obligation of media to dispense marketing information and merchandising help to make the sizable advertising contributions of our customer pay off every cent's worth.

And media can bring a perspective to an advertiser's marketing problems that is invaluable.

At the *Post* we have a trade relations staff—men throughout the United States—who can go into the field and find out what problems are diminishing the effect of a company's advertising.

This is honest, unbiased information that companies would have great difficulty in obtaining for themselves.

(Continued on page 27)

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How to double your chances to sell regionally

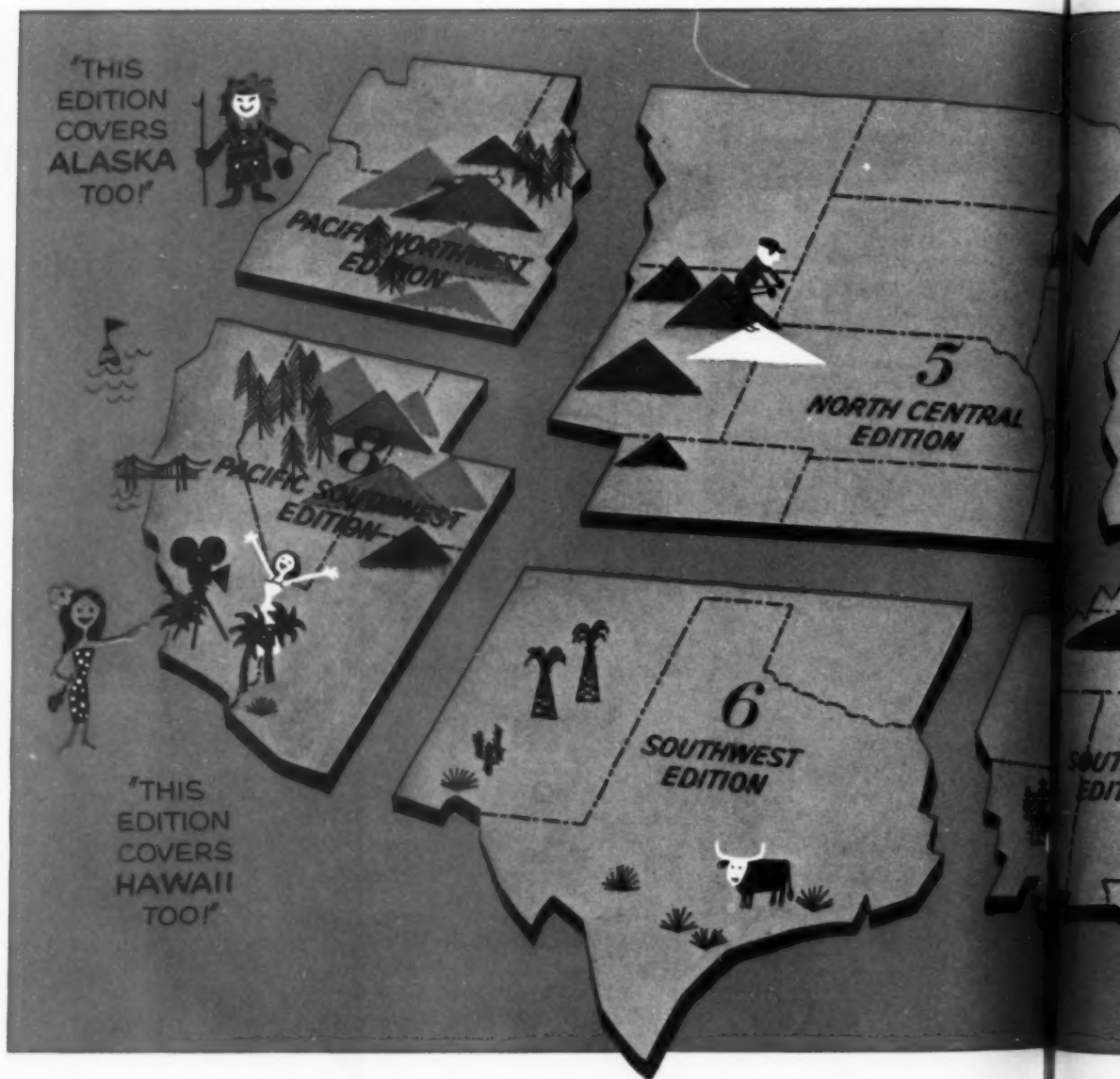
...at about
half the cost
per 1000



See inside

Now Reader's Digest

where you get double the chances to sell offered by Life



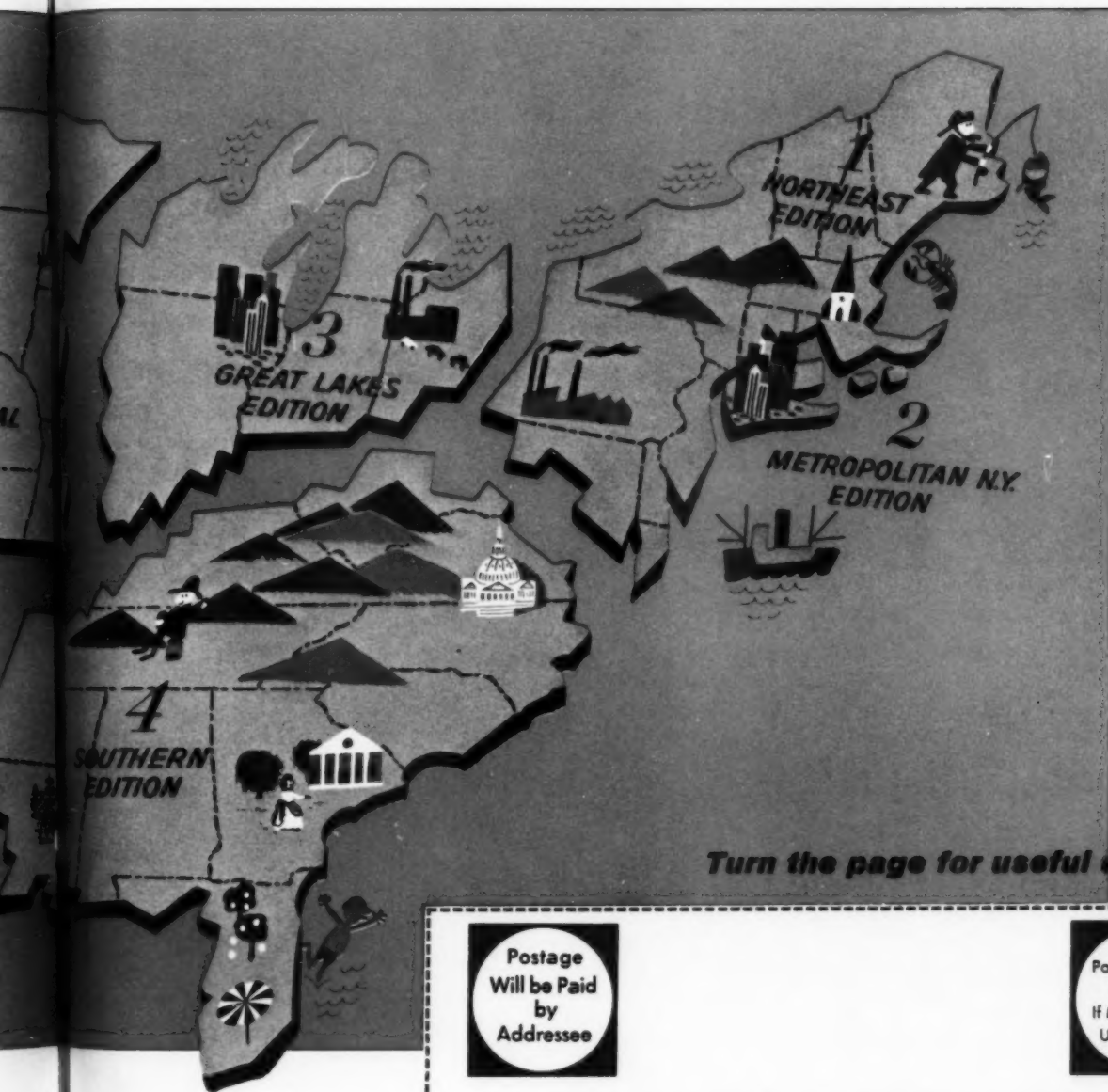
In any region you can benefit from the extra selling power and unusual economy of Reader's Digest.

Politz research shows that, across the country, people look at the average advertising page in the Digest 60 million times. For Life, Look or the Post the average is only half as high: about 30 million.

In any Digest region you get a comparable advantage. Yet a 4-color page in the Digest costs about half as much for each 1000 chances to sell as in other general magazines.

st offers 8 regional editions

by Life, Look or the Post—at about half the cost per 1000



Turn the page for useful details

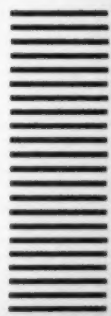
Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY MAIL

First Class Permit No. 4, Pleasantville, N. Y.

Miss Estelle Sheldon,
Reader's Digest,
Dept. M,
270 Park Avenue,
New York 17, New York



Check these extra advantages for regional advertisers in Reader's Digest

Starting with the January issue of Reader's Digest, your regional advertising can have twice the chances to sell—at about half the cost per 1000. Your message can appear in the world's most widely read magazine, where most of America's best-selling brands are seen—and benefit from quality color reproduction, imaginative merchandising, low regional rates.

The Digest's eight regional editions give your company these unique advantages . . .

1. Deeper penetration. The Digest's total circulation is 81% greater than that of Life; 101% more than the Post, 105% more than Look. The Digest lets you reach—at one stroke—about a fourth of all the families in any region, greater coverage than you get in many prestige newspapers.

2. Selective, quality coverage. The higher the income, the greater the Digest's coverage. You can reach about *half of your best prospects in any region—the upper-income families.*

3. New economy for your advertising. In the Digest, you can reach many more people at lower cost than in any other general magazine. For example, a four-color page in the National Edition of the Digest costs only \$3.54 per thousand circulation; in Life, \$7.02; in the Post, \$6.81; and in Look, \$6.64.

You can get comparable savings in the Digest's eight regional editions. And, if you advertise consistently—six pages or more in a year—the cost of using Reader's Digest is even lower, because of new frequency discounts.

4. Greater flexibility. You can advertise in *any* issue of *any* edition. Use one regional edition or any combination. You can earn extra discounts—4% to 16%—by using more than one edition, even with copy changes. And your advertisement will always run opposite or adjacent to editorial matter.

5. Free split runs and bleed. In any regional edition, you can have a 50-50 split run *free*. Here is a really low-cost way to make a valid, large-scale copy test. And you can use two-color or bleed at no extra charge, four-color at only 14% more than black-and-white.

6. Extra chances to sell. The average Digest reader, according to Politz research, will look at your advertisement 1.7 times. With readers looking at it more often . . . and with more readers to begin with . . . you get about *twice* as many chances to sell in your coverage area as you would get with any other general magazine. And, unlike a TV commercial, the Digest provides *repeat* exposures at no extra cost.

Please send more information

Please mail me information on the audience, rates and advertising page exposures of the edition or editions checked.

- | | |
|--|--|
| <input type="checkbox"/> Northeast | <input type="checkbox"/> North Central |
| <input type="checkbox"/> Metropolitan New York | <input type="checkbox"/> Southwest |
| <input type="checkbox"/> Great Lakes | <input type="checkbox"/> Pacific Northwest |
| <input type="checkbox"/> Southern | <input type="checkbox"/> Pacific Southwest |

Name _____

Title _____

Company Name _____

Address _____

Simply fill in and mail. No postage needed.

Reader's Digest

**Double your chances
to sell . . . at about half
the cost per 1000**

(Continued from page 22)

Yet it is marketing information that is valuable to our advertisers.—JESSE L. BALLEW, marketing manager, *The Saturday Evening Post*, before Sales Executives Council of Baltimore.

THE CREATIVE CRAFTSMAN

I would say that the creative craftsman—whether a copy writer or an art director, research technician, account executive, sales promotion writer, exploitation man, media man, or public relations man—should challenge the advertising management which sees its former specialty as the only important force in a communications program, and which downgrades other segments on the ground that they don't qualify as "creative."

Such an advertising management is parochial. It erodes the profits of the advertiser whom it serves. It glorifies means over ends. It asks for celebration of the advertisement instead of the product that the advertisement should celebrate. It serves Narcissus rather than Business.—MARION HARPER, JR., pres., McCann-Erickson, Inc., before Bureau of Advertising, ANPA, New York.

SUBURBAN CIRCULATION

Another problem that now faces every newspaper in the state—well yes—the nation, is circulating distribution in the suburbs. The latest census figures show that most cities have lost population—people have moved out into the adjoining townships and created the task of getting delivery of the newspaper to them. They want the paper and want it at the same conditions of delivery previously enjoyed when they lived in the city. An indication of what happens in the way of delivery costs: our trucks have shown mileage increase in the past few years from approximately 63,000 miles to over 96,000 miles in 1959. Need I stress the additional cost!

Another important fact not to be overlooked is that the suburban subscriber wants door delivery. Some of our little merchants cover as much as eight miles each day in delivering their area customers. Why shouldn't the subscriber be more than willing to pay for such service? Certainly, the carrier is entitled to better compensation.—JAMES H. MARCH, gen. mgr., Beaver Fall (Pa.) *News-Tribune*, before Pennsylvania Newspaper Publishers' Assn., Harrisburg, Pa. ■

in **LITTLE ROCK,**
The People Who Know—

KNOW

That The Arkansas Gazette
SELLS MORE Day In and
Day Out Than Any Other
Arkansas Newspaper

So if it's SALES you want, we've got PROOF you'll want . . . PROOF of EVERYTHING that a good newspaper must have . . . RESULTS! Call us, from anywhere . . . we'll come to you.

Oldest Newspaper West of the Mississippi — Established 1819

Arkansas Gazette

Represented Nationally by The John Budd Company

KvIL

 music is first
in Dallas' silk stocking row!

Represented
nationally
by the
Headley-Reed Co.

Joie de vivre



Men of the Month in Media



NEW HEADS AT ANA

These two men, to no one's surprise, took over as official heads of the Association of National Advertisers last month. They are Roger Bolin (left), advertising director of Westinghouse Electric (moving up from vice chairman to chairman), and Peter W. Allport, with ANA since 1945 (moving up from executive vice president to president).

Although not surprising, the moves are significant; because ANA is proceeding into a new era of service to advertisers, at a peak of prestige to which it was guided by the late Paul B. West, president for 28 years, and Donald Frost, vice president of Bristol-Myers, retiring chairman.

Mr. Allport, who, many industry spokesmen believe, was personally groomed by the forward-thinking Mr. West, has been acting permanent head of the association since Mr. West's untimely death last May. Mr. Allport came to ANA to edit its news bulletin, became director of press relations two years later, was named secretary of ANA in 1951, assistant to the president in 1955, and vice president in 1958.

Bolin of Westinghouse

The revelation at the recent annual meeting of the Association of National Advertisers of an agreement between Shell Oil and Ogilvy, Benson and Mather for compensation based on fees rather than media commissions (see "Agency Compensation,"

p. 82), was coincident with the election as chairman of a man whose company has had some sort of fee arrangement with its agencies for years.

"We at Westinghouse," Mr. Bolin explains, "have a great deal of non-commissionable promotion, all of which is important to us. Therefore, we have an arrangement with each of our agencies. They get the standard commission on media placements, 17.65 per cent on artwork and materials, and an hourly fee for creative work on other promotion."

But Mr. Bolin hastened to point out that, while this system fits his company, it may not be suitable for others. Nor, he added, might the plan in effect between Shell and Ogilvy, although he admires and approves of it. In Mr. Bolin's opinion, each agency and each client must work out fair compensation according to its needs.

Mr. Bolin sees the chief value of the Ogilvy-Shell arrangement in its encouragement of more businesslike practices in client-agency relationships. "The healthy thing is that people are analyzing what the job is that the agency has to do—the work load, in short—and how compensation relates to it. You don't have to condemn or subscribe to the 15 per cent system to approve of that. What I'm getting at is not the mechanics of compensation, but that it is a good thing to analyze the money you are spending and what you are getting for it."

A charming and capable man who

(Continued on page 34)



Why men who spend money for business publications single themselves out as worth-while targets for advertising

Does the fact that a man will pay for a business magazine subscription guarantee his readership?

An honest answer must be: Not always. However, the fact that he will put up his money is a good indication that the subscriber *wants* the magazine and that he *intends* to read it.

Once he has expressed this desire, he naturally retains full freedom of choice. If he doesn't read the publication with any degree of regularity, he won't continue to pay for it. In fact, it has been a long-standing McGraw-Hill policy to refund the unexpired portion of a subscription if the purchaser is not satisfied with the magazine's contents.

One of our own Laboratory of Advertising Performance studies (1195.1) shows nearly three times as many readers among paid subscribers as among those who received the same publication free. It also shows that those who paid found the magazine "most useful" by a ratio of over 4 to 1.

Our policy of paid circulation seems to us the most natural and normal way of "doing business" with both our readers and advertisers. We believe that our policy of insisting on paid subscriptions provides a more responsive, receptive and informed audience . . . helping you receive maximum impact for your advertising dollar.



McGraw-Hill
PUBLICATIONS

McGraw-Hill Publishing Co., Inc.
330 WEST 42nd STREET, NEW YORK 36, N.Y.

Media/Scope, December 1959

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Men who spend money for business publications single themselves out as worth-while targets for advertising. McGraw-Hill publications are selected and bought by over one million key men in industry who want the best in editorial service.





IN BUFFALO Realtors and Builders Start the Day Right...in the Morning

The latest 1960 figures are in. And again, the Buffalo Courier-Express leads in lineage for several important classifications.

Take real estate, for example—more than six out of ten real estate display ad lines in daily papers were placed in the *Morning Courier-Express*. When you include the Sunday Courier-Express, that figure becomes *eight* out of ten. Here are the lineage figures:

COURIER- EXPRESS NEWS	MORNING 145,830	SUNDAY 235,887	Source: Media Records 8/60
	88,498		

A home is the largest single purchase ever made by most families. The newspaper that influences this purchase will influence these families to buy your product, too.

And look at the outstanding position of the Courier-Express in other local classifications: Both men's clothing stores and women's clothing stores, automobile dealers, major food chains, and financial advertisers. You can schedule Buffalo's fastest growing newspaper with complete confidence that your advertising investment will yield handsome returns.

TWO WAYS TO SELL WESTERN NEW YORK

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more dollars to spend, use the Morning Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the Sunday Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and eight surrounding counties.

For Total Selling in this Great Market

Buffalo Courier- Express

Western New York's Greatest Newspaper

ROP COLOR 7 DAYS

Represented Nationally by
NEWSPAPER MARKETING ASSOCIATES

SCOLARO, MEEKER & SCOTT DIVISION
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY DIVISION
Los Angeles and San Francisco

Media/scope, December 1961

ANNUAL MEDIA AWARDS

ANNUAL MEDIA AWARDS are established by MEDIA/SCOPE for accomplishments in the calendar year 1960.

PURPOSE of these Awards is to encourage creative thinking toward the more efficient selection and use of advertising media.

NATURE OF AWARDS: There will be three classes of awards:

Class 1. Public Statements. To an individual or an organization for a contribution to creative media thinking as expressed in a public address, published article or book, or in other document.

Class 2. Media Research. To an individual or organization for a significant contribution to media research which has served to improve the delineation of media or their markets.

Class 3. Media Technique. To an individual or organization for a significant innovation in the use of media, in the sense of an imaginative or novel technique or device that may be a part of a media plan but is not necessarily the complete plan.

NATURE OF ENTRIES: Entries should be documents, research, or techniques that were produced in the calendar year 1960. They may relate to any advertising media.

THE AWARDS: There will be five awards in each class. For the principal award in each class there will be a Bronze Plaque. For the secondary awards there will be Certificates of Merit.

PRESENTATION: Presentation of Awards will be made at an annual luncheon in April.

JUDGING OF ENTRIES: Winners of awards will be chosen by panels of judges chosen from the advertising business.

ENTRY REQUIREMENTS:

1. Entries may be submitted by an interested person or organization, in his own behalf or in that of another. An applicant may submit as many entries as he desires, provided a separate entry form is used for each. The entry blank printed on the reverse of this page should be employed or a facsimile thereof.
2. *Date.* All entries must be submitted by February 1, 1961.
3. *Place.* Entries should be submitted to: Executive Secretary; Annual Media Awards; c/o Media/scope Magazine, 420 Lexington Avenue, New York 17, N. Y.





ANNUAL MEDIA AWARDS

Official Entry Blank

TO:

Executive Secretary
Annual Media Awards
c/o MEDIA/SCOPE Magazine
420 Lexington Avenue
New York 17, N. Y.

Date _____

1. This entry is submitted for consideration for an Annual Media Award in *Class No.* _____

2. The nominee is

(NAME OF INDIVIDUAL OR ORGANIZATION)

(IF AN INDIVIDUAL, HIS COMPANY AFFILIATION)

(CITY AND STATE)

(NATURE OF BUSINESS)

3. The *accomplishment* for which the nominee deserves an award is as follows:

4. *Supporting* data that will help the Judges determine whether or not this accomplishment deserves an award is attached. (Attach as much supporting information as possible, including copies of addresses or articles; published media research reports; evidence of originality in media techniques as shown by advertisements, schedules, press clippings, or other documents.)

5. My name is:

(NAME)

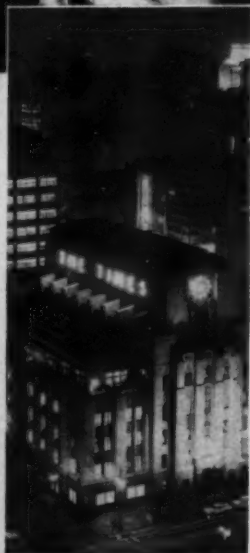
(COMPANY)

(ADDRESS)

MORE T
Media/scope

ANNOUNCING...

A National Frequency and Volume Discount for Los Angeles Times Advertisers



The Discount Plan
also applies to The
Los Angeles Mirror

ANOTHER FORWARD STEP...

The Times is pleased to announce that beginning January 1, 1961 a National Frequency and Volume Discount will go into effect for advertisers on a 26-week contract. This means that the west's leading advertising medium—over and above its many present advertising advantages—now offers another very substantial reason for using The Times as a basic medium in the great Los Angeles marketing area.

FLEXIBILITY FOR ALL ACCOUNTS...

A major advantage of The Times' new Frequency and Volume Discount Plan is its unique flexibility which builds on the inherent flexibility of the newspaper medium.

Here is a discount structure which enables you, the national advertiser, to truly coordinate your advertising and sales efforts and provide impact when you need it most... during model changes, introduction of new products, seasonal demands and other periods of special importance in your business. The size of your ad, the frequency—these can be varied to meet the sales needs of your advertising schedule.

The new plan applies to advertisers in any category who place 6 or more insertions and run 6000 or more lines in The Times during a 26-week contract period. The discounts range from 2% for minimum performance to 15% for a schedule of full pages.

For complete details contact Los Angeles Times, Los Angeles 53, California, or Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, Los Angeles, San Francisco.

MORE THAN EVER—IN THE SIXTIES—IT'S THE LOS ANGELES TIMES—THE WEST'S LEADING ADVERTISING MEDIUM



**A "Special Interest"
Magazine**

Reaching more than 360,000 adult males whose principal hobby is guns and shooting.

Write for sample copy!

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

(Continued from page 28)

is immensely popular with his colleagues at ANA. Mr. Bolin has been advertising director of Westinghouse since 1957. A native of Brazil, Ind., Mr. Bolin was graduated from Rose Polytechnic Institute in Terre Haute, in 1925, with a B.S. degree in engineering. He joined Westinghouse's appliance division's advertising department the same year.

He was named manager of advertising for the appliance division in 1937.

The Amazing Mr. Jackson

LIFE MAGAZINE moves into its 25th year in 1961 with a man at the helm who has been shuttling between unusual government service and unusual assignments at Time, Inc., for the last 30 years. Publisher of *Life* since last July, tall, distinguished, 58-year-old Charles Douglas Jackson came to Time, Inc., as assist-

ant to Henry Luce; became general manager of *Life* in 1937; managing director of *Time-Life International* in 1945; publisher of *Fortune* in 1949;



C. D. Jackson: "There is a special flavor to the act of reading."

administrative vice-president of Time, Inc., in 1959.

Alternating with these varied assignments at Time, Inc., Mr. Jackson was a government communicator; in 1940 as the organizer of the Council for Democracy; in 1942 on special assignment in Turkey for the U. S. State Department; in 1943 as deputy chief of psychological warfare for General Eisenhower at SHAEF; in 1951 as president of the Free Europe Committee (Radio Free Europe); in 1952 as a speech writer for presidential candidate Eisenhower; in 1953 as a special assistant to the President; in 1954 as a delegate to the United Nations.

(Continued on page 39)

WANTED— more chefs!

Biggest long-range problem right now in the commercial restaurant industry is the selection, supervision, and training of help.



Ahrens Publishing Company, Inc.
230 Park Ave., New York 17, N. Y.
201 N. Wells St., Chicago 6, Ill.
983 Eight-6-Five Peachtree Bldg.,
Atlanta 8, Ga.
900 Third St., San Francisco 4, Calif.
622 So. Westernland Ave.,
Los Angeles 5, Calif.

That's why **RESTAURANT MANAGEMENT's** Editor Tom Endicott stresses educational and training support as one of his **SIX** major points of editorial philosophy . . . has given over 250 editorial manhours and over 10,000 miles of field travel to it already this year.

You buy the strongest and most purposeful editorial conditioning in the restaurant market when you advertise in

Restaurant Management

60,000 top-volume operating circulation each month



**THE PUBLISHER'S SECRETARY
WON'T SELL THE LAST COPY OF
THE 1960 AIRCRAFT & MISSILES
HANDBOOK ISSUE**

Who can blame her? The industry went wild over it. Sold out completely. Engineers clamoring. Next one coming in March. She expects the sell-out to repeat. So do advertisers.

Be sure you're in for '61. See page 18

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1960



FOR YOUR FILES - REMOVE STAPLES

Concentrate on your best customers and prospects and Cover them fully. That's advertising efficiency—and that, we submit, is **TIME**, The Weekly Newsmagazine

CONCENTRATION IN TOP RETAIL SALES COUNTIES

TIME.....	59.7%
Holiday.....	56.8%
Life.....	55.8%
Sports Illustrated.....	53.4%
U.S. News & World Report.....	52.1%
Reader's Digest.....	50.5%
Newsweek.....	50.5%
Look.....	46.8%
Better Homes & Gardens.....	45.9%
Saturday Evening Post.....	44.7%

In the top 100 U.S. counties that account for 51.6% of all retail sales, TIME concentrates a greater percentage of its circulation than does any other magazine of a half million or more circulation.

Advertisers are becoming more and more aware of the rewarding results of running in TIME. During the first half of 1960, TIME's advertising revenue increased 17% over the previous year—a gain of \$4 million to a total of \$27 million.

NEW CAR REGISTRATIONS, 1959

Circulation concentration in the top 100 counties

TIME.....	59.7%
Holiday.....	56.5%
Life.....	55.8%
Sports Illustrated.....	53.3%
U.S. News & World Report.....	51.8%
Newsweek.....	50.4%
Reader's Digest.....	50.2%
Look.....	46.4%
Better Homes & Gardens.....	46.4%
Saturday Evening Post.....	44.2%

In the 100 U.S. counties where 50.6% of all new cars were registered in 1959, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

TIME families are among the most automobile-oriented in America. 93% own cars. 34% own two or more and 73% bought their principal cars new. There are 143 cars per 100 TIME car-owning families and they run up 43% more yearly mileage than the U.S. average.

U.S. POPULATION

Circulation concentration in the 100 most populous counties

TIME.....	59.4%
Holiday.....	56.3%
Life.....	55.8%
Sports Illustrated.....	53.0%
U.S. News & World Report.....	51.2%
Reader's Digest.....	50.3%
Newsweek.....	50.2%
Look.....	46.7%
Better Homes & Gardens.....	45.9%
Saturday Evening Post.....	44.3%

Nearly half (45.4%) of all Americans live in 100 of America's 3,070 counties. In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

Of the more than 8,000 magazines and periodicals in the U.S. today, 17 have a circulation greater than TIME's. In the first half of 1960, only 3 carried more dollars' worth of advertising.

FOOD STORE SALES

Circulation concentration in the top 100 counties

TIME.....	59.7%
Holiday.....	56.5%
Life.....	55.9%
Sports Illustrated.....	53.2%
U.S. News & World Report.....	51.5%
Reader's Digest.....	50.4%
Newsweek.....	50.4%
Look.....	46.7%
Better Homes & Gardens.....	45.8%
Saturday Evening Post.....	44.3%

Of all America's 3,070 counties, just 100 account for more than half of all U.S. food sales. In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

More buying power begins with higher income. And TIME subscribers, with incomes double the national average, are bigger buyers and better customers for this industry and every industry.

EMPLOYMENT IN MANUFACTURING CENTERS

Circulation concentration in the top 100 counties

TIME.....	54.2%
Holiday.....	52.5%
Life.....	51.9%
Sports Illustrated.....	48.7%
U.S. News & World Report.....	46.3%
Reader's Digest.....	46.0%
Newsweek.....	45.6%
Look.....	43.9%
Better Homes & Gardens.....	43.3%
Saturday Evening Post.....	40.2%

You find more than 61% of this country's manufacturing employment in just 100 of America's 3,070 counties. In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

You also find that more corporate officers and executives listed in Dun & Bradstreet's "Million Dollar Directory" read TIME than any other magazine except Life. Highly placed in business and industry, TIME family heads are important commercial customers as well as prime prospects for premium consumer goods and services.

PASSPORTS ISSUED OR RENEWED (Jan.-March, 1960)

Circulation concentration in the top 15 metropolitan areas

TIME.....	43.0%
Life.....	39.5%
Holiday.....	37.9%
Sports Illustrated.....	35.8%
Newsweek.....	34.7%
Reader's Digest.....	34.5%
U.S. News & World Report.....	34.3%
Look.....	30.1%
Better Homes & Gardens.....	29.9%
Saturday Evening Post.....	28.2%

In the 15 metropolitan areas where 63% of all U.S. passports were issued or renewed earlier this year, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

No wonder travel advertisers invest more money in TIME than in any other general magazine! And that 3 1/4 times as many travel agents read TIME as read the other two news magazines combined.

Every week—because TIME is uniquely thorough, incisive and alive—a unique audience reads and responds to its pages. Altogether, almost two and a half million families with better educations, wider interests and, naturally, higher positions. They represent selectivity in a dimension never before seen in the world of selling. They make TIME the most efficient media buy in America—for all kinds of industrial and consumer products and services.

ORDINARY LIFE INSURANCE PREMIUMS

Circulation concentration in the most productive 100 counties	
TIME.....	59.8%
Holiday.....	56.5%
Life.....	55.9%
Sports Illustrated.....	53.3%
U.S. News & World Report.....	50.8%
Newsweek.....	50.2%
Reader's Digest.....	50.0%
Look.....	46.6%
Better Homes & Gardens.....	46.2%
Saturday Evening Post.....	44.1%

More than half of all ordinary life insurance premium payments are derived from just 100 of America's 3,070 counties. In those top 100 counties TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

And last year, TIME carried more pages of insurance advertising than any other general magazine.

FURNITURE, HOME FURNISHINGS AND APPLIANCE STORE SALES

Circulation concentration in the top 100 counties	
TIME.....	58.9%
Holiday.....	55.9%
Life.....	55.1%
Sports Illustrated.....	52.8%
U.S. News & World Report.....	51.4%
Reader's Digest.....	50.1%
Newsweek.....	50.0%
Look.....	46.5%
Better Homes & Gardens.....	45.6%
Saturday Evening Post.....	44.2%

More than 55% of all furniture, home furnishings and appliance store sales are made in just 100 of America's 3,070 counties. In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

TIME is the "trade up" market. One reason why manufacturers of radios, TV sets, phonographs, musical instruments and accessories have, since 1957, increased their advertising investment in TIME by 172%!

OFFICE EQUIPMENT DEMAND

Circulation concentration in the top 100 counties	
TIME.....	59.2%
Holiday.....	56.5%
Life.....	55.2%
Sports Illustrated.....	52.8%
U.S. News & World Report.....	52.0%
Newsweek.....	50.2%
Reader's Digest.....	50.0%
Look.....	46.6%
Better Homes & Gardens.....	45.4%
Saturday Evening Post.....	44.3%

In the 100 U.S. counties where most office equipment is used, TIME concentrates 59.2% of its 2,450,000 circulation—a greater percentage than does any other magazine of over half a million circulation.

Not so coincidentally, office equipment advertisers invested more money in TIME last year than in any other magazine—more than half again as much as in the second-place magazine.

IMPORTED NEW-CAR REGISTRATIONS

Circulation concentration in the top 100 counties	
TIME.....	58.0%
Holiday.....	54.2%
Life.....	53.2%
Sports Illustrated.....	51.4%
U.S. News & World Report.....	50.2%
Newsweek.....	48.8%
Reader's Digest.....	48.4%
Look.....	43.7%
Better Homes & Gardens.....	42.9%
Saturday Evening Post.....	42.3%

In the 100 U.S. counties that account for 56.7% of all imported new-car registrations, TIME concentrates a driving 58% of its 2,450,000 circulation—more than does any other magazine of a half million or more circulation.

Last year, imported car advertisers put 1 of every 5 of their general magazine advertising dollars in TIME—more than in any other magazine.

CIRCULATION CONCENTRATION IN THE TOP FIFTY LIQUOR MARKETS

(Metropolitan areas accounting for 67.5% of all 1959 case sales of ten types of distilled spirits)	
TIME.....	60.0%
Holiday.....	56.0%
Life.....	56.0%
Sports Illustrated.....	53.0%
Empire.....	51.0%
U.S. News & World Report.....	51.0%
Newsweek.....	50.0%
Look.....	48.0%
Saturday Evening Post.....	44.0%
True.....	43.0%

Just fifty areas account for 67.5% of total U.S. case sales of ten types of distilled spirits. In those markets, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

The executive and professional families who read TIME entertain frequently—for business as well as pleasure. They entertain a total of over 7 million guests in their homes each week!

RETAIL DRUG STORE SALES

Circulation concentration in the top 100 counties	
TIME.....	59.7%
Holiday.....	56.4%
Life.....	55.3%
Sports Illustrated.....	53.1%
U.S. News & World Report.....	52.0%
Newsweek.....	50.4%
Reader's Digest.....	50.2%
Look.....	46.4%
Better Homes & Gardens.....	45.4%
Saturday Evening Post.....	44.4%

In the 100 U.S. counties where most retail drug store sales are made, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

Astute advertisers are well aware of TIME's magnetic attraction for busy, prosperous families. In the first half of 1960, advertisers invested more money in TIME than in the other two news magazines combined.

CONCENTRATION IN HIGH DISPOSABLE INCOME COUNTIES

TIME.....	60.0%
Holiday.....	56.7%
Life.....	56.1%
Sports Illustrated.....	53.6%
U.S. News & World Report.....	51.2%
Newsweek.....	50.5%
Reader's Digest.....	50.3%
Look.....	46.7%
Better Homes & Gardens.....	46.2%
Saturday Evening Post.....	44.2%

In the 100 U.S. counties with the highest disposable income in America, TIME concentrates a greater percentage of its circulation than does any other magazine of a half million or more circulation.

Which correlates with the fact that the liquid assets of TIME's 2,450,000 families total a thumping eighty-four billion dollars!

CONCENTRATION IN TOP APPAREL SALES COUNTIES

TIME.....	59.3%
Holiday.....	56.3%
Life.....	55.4%
Sports Illustrated.....	52.9%
U.S. News & World Report.....	51.9%
Newsweek.....	50.4%
Reader's Digest.....	50.2%
Look.....	46.7%
Better Homes & Gardens.....	45.3%
Saturday Evening Post.....	44.4%

In the 100 U.S. counties that lead the rest in retail apparel store sales, TIME concentrates a greater percentage of its circulation than does any other magazine of a half million or more circulation.

TIME families measure up as best customers for products and services of almost every conceivable kind. 41% of TIME families earn \$10,000 or more (national average: 11%).

RESIDENTIAL FIRE AND EXTENDED COVERAGE INSURANCE PREMIUMS

Circulation concentration in the leading 100 counties

TIME.....	58.1%
Holiday.....	55.6%
Life.....	54.9%
Sports Illustrated.....	51.8%
U.S. News & World Report.....	50.9%
Reader's Digest.....	49.5%
Newsweek.....	49.3%
Look.....	46.3%
Better Homes & Gardens.....	45.3%
Saturday Evening Post.....	43.6%

Half the premiums paid for residential fire and extended coverage insurance come from less than 4% of America's counties. In that vital 4%, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

TIME families are solid, property-holding citizens. 70% own their homes, 36% own other property.

CONSTRUCTION ACTIVITY EMPLOYMENT

Circulation concentration in the top 100 counties

TIME.....	58.8%
Holiday.....	55.6%
Life.....	54.7%
Sports Illustrated.....	52.3%
U.S. News & World Report.....	51.3%
Newsweek.....	49.7%
Reader's Digest.....	49.5%
Look.....	45.6%
Better Homes & Gardens.....	44.8%
Saturday Evening Post.....	43.4%

More than half (59%) of all construction workers are employed in just 100 of the 3,070 U.S. counties. In those top 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

Any way you look at it, TIME's unique audience presents an unusual marketing opportunity for business. TIME readers are concentrated geographically, economically and in terms of status and achievement. They're leaders in commercial, cultural and community life. They make the purchasing decisions for industry.

AUTOMOTIVE RETAIL SALES

Circulation concentration in the top 100 counties

TIME.....	59.7%
Holiday.....	56.5%
Life.....	55.7%
Sports Illustrated.....	53.1%
U.S. News & World Report.....	52.2%
Newsweek.....	50.6%
Reader's Digest.....	50.3%
Look.....	46.6%
Better Homes & Gardens.....	45.7%
Saturday Evening Post.....	44.6%

47.5% of all U.S. automotive retail sales are made in just 100 of America's 3,070 counties. In those vital 100 counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.

Auto makers are well aware of the strategic significance of TIME. In the first half of 1960, TIME is among the top 3 general magazines in pages of passenger car advertising. New car dealers are alert to TIME, too—three times as many of them read TIME as read the other two news magazines combined.

FINANCE, INSURANCE AND REAL ESTATE

Percent of total circulation in the 100 high activity counties

TIME.....	58.2%
Holiday.....	55.6%
Life.....	53.9%
Sports Illustrated.....	51.9%
U.S. News & World Report.....	51.6%
Newsweek.....	49.5%
Reader's Digest.....	49.0%
Look.....	45.6%
Better Homes & Gardens.....	44.2%
Saturday Evening Post.....	43.3%

In the 100 most active U.S. counties in finance, insurance and real estate, TIME concentrates a sizable 58.2% of its 2,450,000 circulation—more than does any other magazine publishing over half a million copies.

Men who know money best put their money in TIME: financial advertisers invest more money in TIME than in any other general magazine ... year after year after year.

Sources: U.S. Dept. of State 1st quarter 1960 figures for 15 leading areas • Sales Management's "Survey of Buying Power" (5/10/59) and "Survey of Industrial Buying Power" (7/10/59) • The Spectator (County Patterns of Insurance Sales, 2nd Edition) • R. L. Polk & Co. 1959 new car registration data • Clark Gavin Associates • and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Reader's Digest (April 1958) • Newsweek (3/23/59) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59) • Esquire (February 1957) • True (October 1959) • The New Yorker (3/14/59).



**AMERICA'S MOST EFFICIENT
ADVERTISING MEDIUM**

**2,450,000 informed
and influential families**

(Continued from page 34)

"Time, Inc.," says Mr. Jackson with a grin, "has liberal policies toward leaves of absence for government service—and I guess I'm the worst offender." The result is a *Life* publisher with broad perspective and a penchant for progress as well as a rounded experience in the business. His objectives right now: re-gearing of advertising policies to fit the medium to the new requirements of marketing-minded media buyers.

As Mr. Jackson sees it, this means full utilization of mechanical progress resulting from *Life's* \$60 million research and development program. Specifically:

1. Seven regional splits as of January 6 (*Life* recently moved into a triple-split set-up), making use of new, geographically distributed printing plants.

2. Test market service in almost any market. *Life* has easy control of which copies are distributed where. By tipping-on single sheets it can add one or two page advertisements to copies going into any test area. "Previously," says Mr. Jackson, "magazines could not get in on new product testing. Magazines lost out, as a result, when products moved out of test markets into national distribution. Now test marketers can include magazines." It would not surprise Mr. Jackson to see other magazines follow *Life's* test market lead; but the purpose is to break the stranglehold of newspapers and TV on test marketing, so he does not seem disturbed at the possibility. The test market service will be open only to marketers with products they intend to move into national distribution, and *Life* will determine individually who qualifies under these terms. Test market work will be handled individually, and costs will be determined by the job.

3. Continued circulation expansion—to 7 million by January 1, 1962—more than that in the years ahead. "*Life* circulation," he says, "will more than keep pace with population expansion as educational levels and economic levels continue to rise. I am bullish about print media because an individual gets a genuine satisfaction out of reading. There is a special flavor to the act of reading."

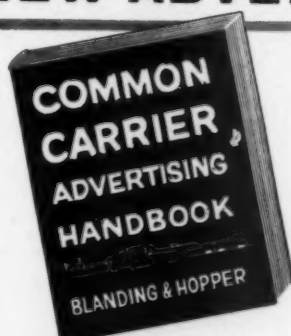
4. No increase in advertising rates in 1961.

5. Cover date on *Life* moved back from Monday to the previous Friday, with no change in closings. This simply recognizes improvements in speed of delivery to all parts of the U. S. that have already been accomplished.

6. Book sales at *Life* booming. The magazine's readers have in the past year bought \$26 million worth of reprint books from *Life*. To Mr. Jackson this is proof-positive of the editorial values in his publication. You can expect its promotion to build on this point in the year ahead.

When Charles Jackson was graduated from Princeton in 1924, he intended to become a teacher—had a job lined up right at the old school. In that year his father died, and Mr. Jackson felt he had no choice but to take over the family business of importing construction materials. During the depression the business went bust; and the incredible Mr. Jackson moved promptly over to Time, Inc., as assistant to Henry Luce—to both of these gentlemen's mutual benefit over the years—and into the 60's. ■

NEW ADVERTISING BOOK



Traffic Service Corporation, publisher of **TRAFFIC WORLD** and books for the transportation industry, announces unique distribution policy for **Advertising Handbook**

As the culmination of a major research project, we published on December 1st the *Common Carrier Advertising Handbook*, a hard-cover book of 112 pages outlining practical procedures for advertising effectively to the industrial traffic executives who purchase the bulk of common carrier transportation and related services. While the book will be of greatest use to individuals concerned with selling and advertising to the transportation management group, we believe it also merits attention as a concise statement of the fundamentals applying to all business advertising.

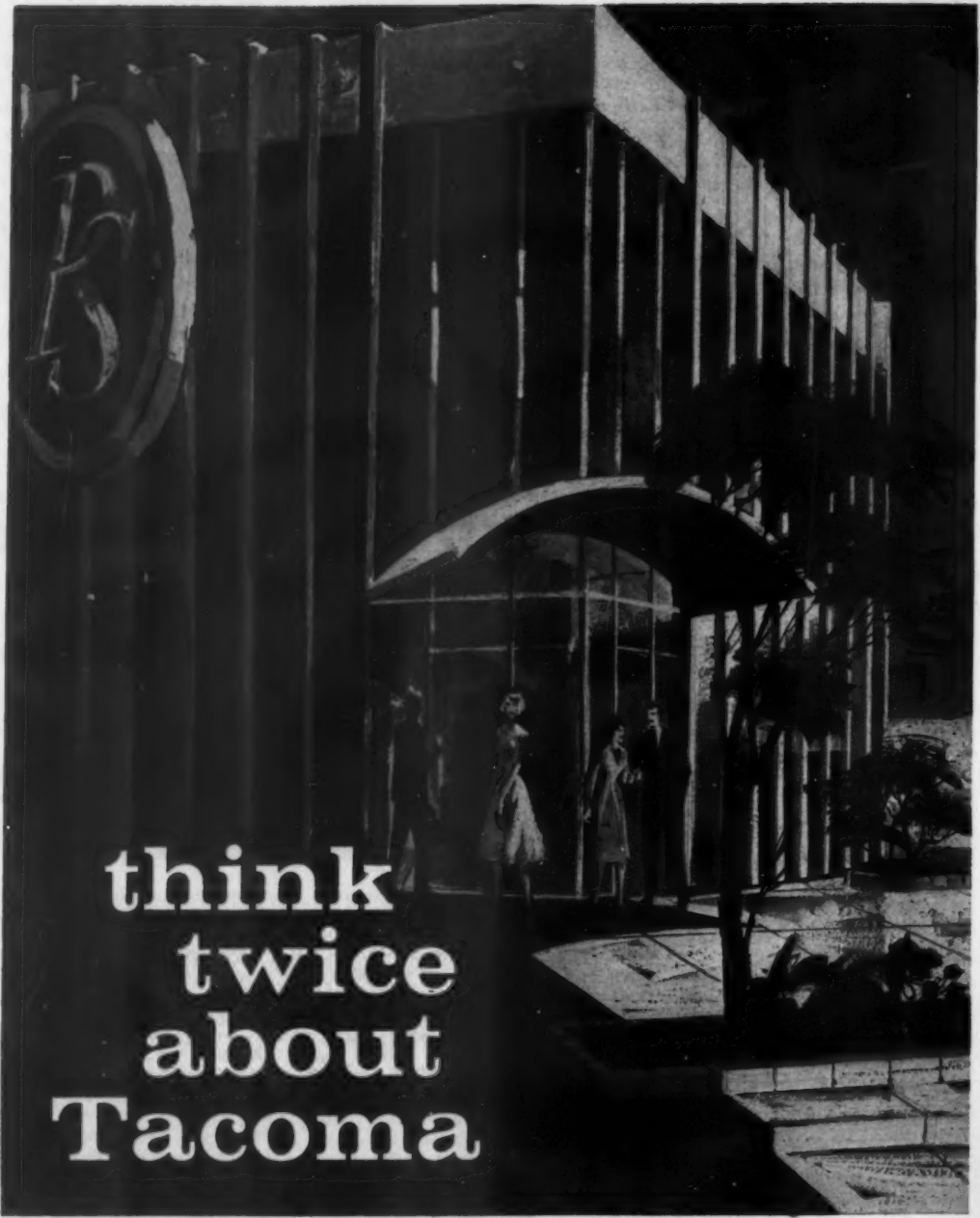
Written by Warren Blanding, director of research of **TRAFFIC WORLD**, and W. Schuyler Hopper, president of the Schuyler Hopper Company, New York, the *Handbook* draws from our continuing field research in the areas of job function, purchasing practices and advertising response. Some of the material in it has been summarized in our monthly bulletin-type "Traffic Manager Interviews" which we mail to

advertisers and agencies. In addition, the *Handbook* draws on **TRAFFIC WORLD's** fifty-three years of close association with the transportation industry, on both the buying and selling sides.

Each of our sales offices has been allocated a number of copies of the *Common Carrier Advertising Handbook* for gratis distribution to advertisers and agencies. However, because of the expense of producing the book, it has been necessary to impose what we consider to be realistic and sensible restrictions on such gratis distribution, and the balance of our print order will be offered at a single copy price of \$3.50.

We realize that inevitably there will be some disappointment at the limited number of free copies available, and for this we are sincerely sorry. On the other hand, if our judgment is correct, this small volume may come to be regarded as a major contribution to the literature of advertising, and one certainly worth the price we have put on it.

Traffic Service Corporation, publisher of **TRAFFIC WORLD**, the weekly news-magazine of transportation management. 815 Washington Bldg., Wash. 5, D. C.
NEW YORK/CHICAGO/ATLANTA/PALO ALTO/WASHINGTON, D. C.



think twice about Tacoma

**where things are happening to keep
business good . . . and make it better!**

Tacoma bank transactions total more than \$7 billion per year — reason enough why four banking facilities have recently been built to serve a growing need. Now comes another — Puget Sound National's 10th office on downtown Tacoma Avenue. Things are happening in Tacoma!

So, when you're planning a promotion — *think twice about Tacoma*. First, as a *separate* metropolitan area, vital to the total economy of the Puget Sound Circle. Second, as a market which can *not* be covered by any outside newspapers. Proof? Ask the man from Sawyer-Ferguson-Walker Company.

The TACOMA NEWS TRIBUNE now delivering more than 85,000 daily

Media/forum

QUESTION:

Please describe the most helpful presentation you ever heard from a magazine representative.

RUTH LIEBERMAN, media director, Dobbs Advertising Company, Inc., N. Y.—This isn't a single pitch, but I know one magazine representative—just one—who provides ideal service consistently. Instead of merely telling what his publication can do for a client, and promising pie in the sky, he often produces definite, usable promotion ideas that his publication does carry out. Again, when we request certain information, he sends the precise data requested in the shortest possible time. And I don't have to wade through reams of irrelevant technical reports to find it.



ROBERT ST. PIERRE, advertising director, ServiceMaster, Chicago.—The most helpful was a survey on ServiceMaster advertising, conducted by the representative himself. To learn what our average dealer thinks about our advertising, and to point up his book's merchandising value, Frank Schlieff of *Better Homes & Gardens* made a phone survey of our associates in Chicago. Six dealers were asked which of four magazines they receive regularly, find most helpful in selling ServiceMaster, think reaches best customers, use to solicit business, and find deals most with the home. Unless asked, Frank did not mention his connection with *Better Homes & Gardens*. Among other results, we found our men prefer shelter books for selling appeal and company image, though they value certain general magazines for wide circulation.



BILL SILVERSTEIN, advertising manager, Aurora Plastics Corp., West Hempstead, N. Y.—When Johnny Andrews of *Boy's Life* told me that my company could create a print spectacular that would put our rivals' giant TV campaigns in the shade, I sat up and listened. After reminding me that *Boy's Life* was a primary medium for a hobby kit manufacturer, with no waste circulation, he suggested a ten-page, off-size, color insert in the best-read Christmas issue. Costs would be fractional compared to a modest TV spot schedule. Nobody else would be using big print space. It would be the largest single ad ever run in *Boy's Life*. We bought it and results exceeded the promise. The "best pitch" turned into a best buy.



JACQUELINE HUNT, associate media director, Burdick & Becker, Inc., N. Y.—Several stand out, and they all had certain things in common. They either contributed to my knowledge of the overall market, or presented a proposal showing how I might serve a client with greater efficiency through their property. In either case, previous digging and research were involved. Simplicity of form was another ingredient these better presentations had. Statistics and arithmetic manipulations were distilled and presented in a succinct, and really understandable way. Finally, all were offered by salesmen not only well-versed in their subject, but projecting confidence in it as well.



USEFUL FACTS ABOUT

PLAYBOY

the magazine with proven impact in the top-quality young male market

EDITORIAL

A bright colorful package of fine fiction, high humor, pretty girls, fashion and meaningful articles and features aimed at capturing the enthusiasm of the young man-about-business and the man-about-campus.

CIRCULATION—1,090,908

Editorial vitality is reflected by the largest newsstand sale of any 50c-or-over magazine, 6 mos. aver. 87,414. In addition, Playboy has 216,094 subscribers. Total monthly circ. 1,090,908 ABC. Circulation is not forced. Advertisers are assured greater readership in Playboy—a magazine that readers buy rather than a magazine that buys readers.

CIRCULATION QUALITY

Playboy is one of the family of over 50 magazines that is included in THE STARCH CONSUMER MAGAZINE REPORT—the one audience study that compares most leading consumer magazines by one common yardstick. Starch facts confirm Playboy's claim to the top-quality young male market:

AGE

29.6 is the median age of Playboy's male readers. 64.6% of male readership is concentrated in the 18-34 age group. Only magazine in Starch Report with major concentration of male readership in the receptive 18-34 bracket.

INCOME

The median income of the Playboy household is a high \$8,150.

MARITAL STATUS

29.5% of the heads of Playboy households have been married within the past five years, by far the highest percentage of newlyweds reported for any magazine.

URBANITY

52.6% of Playboy's circulation is in cities with more than 50,000 population, second only to The New Yorker among all national magazines. (ABC 6/30/66.)

APPAREL

31.8% of the households where Playboy is read spent more than \$500 for wearing apparel during past 12 months.

PHOTOGRAPHY

83.4% of all Playboy households own a still camera, 23.4% own a movie camera, 19.2% own a movie projector, and 23.3% own a slide projector.

TRAVEL

24.8% of Playboy households spent over \$200 on business travel during past 12 months. 33.0% spent over \$200 on vacation travel.

AUTOMOBILES

47.8 of every 100 Playboy households bought an automobile during the past 12 months. 5.9% of Playboy households own three or more automobiles. These figures are highest reported by Starch for any men's magazine.

TOBACCO

71.5% of all Playboy male readers smoke cigarettes. There are 93 male smokers reading every 100 copies of Playboy. No other magazine reported by Starch has a higher degree of readership by male smokers.

LIQUOR

84.2% of Playboy families drink or serve alcoholic beverages. Top figure for any magazine in Starch. 76.8% of all Playboy households drink or serve beer, 55.7%—wine, and 76.2%—whiskey . . . all three highest of any men's magazine.

INSURANCE

24.1% of Playboy households purchased (more) life insurance during the past 12 months, a characteristic of responsible stability.

APPLIANCES

91.2 small electrical appliances were acquired new by every 100 Playboy households during the past 12 months. 57 of every 100 of these units were acquired for the first time . . . both figures rated highest of all Starch surveyed magazines. More proof that the Playboy reader is at his peak period of purchasing.

RADIO-TV-PHONOGRAPHS

22.9% of Playboy households acquired a new radio and 14.1% acquired a new phonograph within the past 12 months—highest of any men's magazine. 13.6% acquired a new TV set, highest of any magazine in the Starch report.

RESPONSIVENESS

One month after Broadstreet's first ad ran in Playboy, they reported: "We have sold over 530 shirts by mail and the orders are still coming in . . . I am very happy both with the direct return on this ad and the fact that Playboy has brought us new additions to our customer list."

The Heath Company, manufacturers of hi-fi equipment, reports that in only seven months their 1/6 page ad in Playboy have produced 10,300 inquiries—35% more returns than their second ranking magazine produced in nine months. The Diners' Club, world-wide credit organization which uses Playboy to promote its travel plan, reports: "We have found that Playboy is one of our most effective means of reaching businessmen, particularly of the kind who will be requiring extensive travel services."

PLAYBOY

720 Fifth Avenue/New York/CI 5-2620
232 E. Ohio/Chicago/MI 2-1060

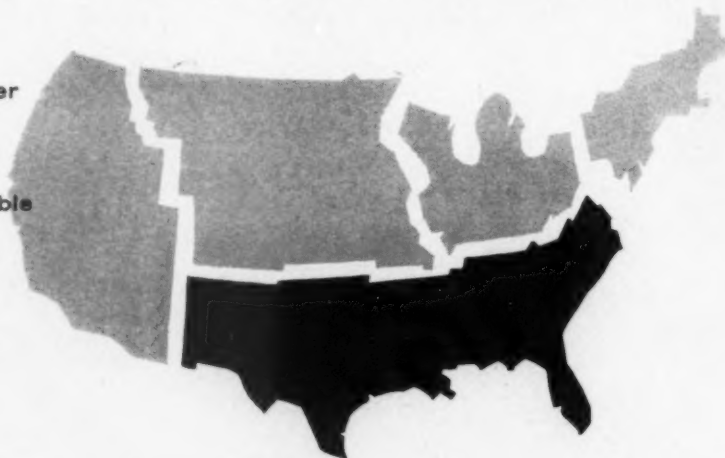
THESE COMPANIES, taken from the *Printer's Ink* list of 100 leading business publication advertisers, are also consistent advertisers in W. R. C. Smith Publishing Company regional magazines.

- General Electric
- U. S. Steel
- General Motors
- Allis-Chalmers
- Du Pont
- Allied Chemical
- Westinghouse Electric
- Union Carbide
- Republic Steel
- Colorado Fuel & Iron
- Bethlehem Steel
- Dow Chemical
- Armco Steel
- International Harvester
- Minnesota Mining
- Aluminum Co.
- Anaconda
- American Chain & Cable
- Koppers
- Monsanto Chemical
- Reynolds Metals
- Johns-Manville
- Chrysler
- Wagner Electric
- Texaco Inc.
- Porter, H. K.
- Yale & Towne
- Federal-Mogul Bearings
- Yuba Consolidated Inds.
- Electric Auto-Lite
- Ampex Corp.
- Allen-Bradley
- Koehring Co.

HUNDREDS OF OTHER leading national advertisers also use Smith publications. Their use of this space is a positive endorsement of the principles of selectivity and of concentration of effort which are characteristics of regional advertising.

the advantages of regional advertising

long extolled by W. R. C. Smith Publishing Company are now emphasized by the growing number of consumer magazines offering regional plans, and the outstanding success of *Progressive Farmer & Sunset*!



GREATER MARKETING FLEXIBILITY and more intensive readership are two advantages gained by advertising in regional publications. Because editorial concentration in these publications is on the interests, problems and personalities of the region where sales impact is needed. More than 1,200 leading advertisers successfully using the W.R.C. Smith publications indicate complete acceptance of these facts in major market strategies. The Smith business magazines listed below have over 125,000 readers monthly. In their fields no other publications approach them in intensity of coverage and readership. Let their strength help you sell the nation's fastest growing market, where rapid industrial expansion and prospering agriculture have resulted in new and increased demands for goods of all kinds.

W.R.C. Smith Publications

Serving the South and Southwest

806 PEACHTREE STREET, N. E., ATLANTA 9, GEORGIA

Let a representative tell you how these successful magazines can help speed your sales expansion in the nation's great growth market.

Electrical South
Southern Automotive Journal
Southern Building Supplies
Southern Farm Equipment
Southern Hardware
Southern Power & Industry



WE LIKE TEACHER . . . TEACHER LIKES US

Usually a note from teacher means trouble. Not in this case. We got a letter from D. A. Van Valkenburg, Asst. Professor of Business Administration at Taylor University . . . and he was complimentary! This is what he said:

"I wanted to let you know why WJR has always been about the only station I have listened to regularly, and the reasons I appreciate it.

"1. GOOD news coverage. I like your regular 15-minute programs. Most other stations cover only the 'headlines' . . .

"2. GOOD music. We need more and more of your fine musical programs. Having a 'fine arts director'

is excellent. I enjoy not only your 'classical' music, which few stations ever use, but also your 'sane and sensible' popular music . . .

"3. GOOD sports coverage. Having always been a Tiger fan . . . I appreciate a 'power station for night baseball.' I appreciate your carrying the Lions football games, too.

"4. GOOD programming. I consider WJR to be a 'reputable, class, progressive' radio station . . ."

What more can we say? If you'd like to talk to a receptive, heads-up adult audience in the money belt of the Great Lakes, ask your Henry I. Christal rep for the facts on WJR.

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL



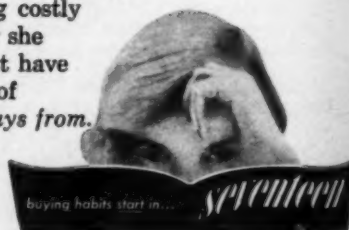
Listeners appreciate our complete range programming . . . something for everyone—every day.

**SHE
SEES
WHAT
SHE
WANTS...**



SHE WANTS WHAT SHE SEES...IN *seventeen*

As any parent of a teen-age girl knows, this young lady knows what *she wants* — and generally *gets* it. She not only spends money freely (her own and Dad's) ... she wields a mighty powerful influence on family purchases as well, including costly gifts for herself. Where does she select the luggage, clothing and jewelry she can't live without ... the typewriter and transistor radio she simply must have ... the furniture and food she persuades her family to buy? In the pages of SEVENTEEN, of course. It's the magazine she *believes in, lives by and buys from*. For SEVENTEEN is devoted exclusively to *her* interests ... it's *her* world. America's 9¼ million teen-age girls spend \$4.8 billion of their own money every year. Reach them in SEVENTEEN as hundreds of advertisers are doing. It's the super highway to this super market.



it's easier to **START** a habit than to **STOP** one! SEVENTEEN MAGAZINE • 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

3 Reasons Why Media Planning Is a Company Job

1. MEDIA COST MONEY . . .
2. MEDIA AND MARKETS CHANGE . . .
3. BUDGETING IS BASIC . . .

An interview with K. C. Zonsius, *Director of Advertising,*
The Goodyear Tire & Rubber Company

HOW FAR should an advertiser get into media planning, budgeting, and media selection? At The Goodyear Tire & Rubber Company the decision is: *all the way*—still utilizing the professional skills and perspective of the media groups in the advertising agencies.

Goodyear has its own media managers. And it develops quite detailed media plans in its own department. But it encourages its advertising agencies to do practically the same thing. The result is that two teams of experts (one in the agency, and one at Goodyear) prepare plans—then compare them, merge the best parts of both, and wind up with a plan that is as near-perfect as two well-informed groups of media experts can devise.

This does not mean that there is any duplication of effort, however. Working closely with its agency people all year, and with continuity of agency service year to year, there is no sharp demarcation line with the agency as opposed to the advertiser parts of the team. Because they are both working from the same bases of experience, the plans that both groups develop are quite similar. But by having plans formulated both in the company and outside, the Good-

year management is assured of maximum creativity and ingenuity in the application of media to marketing objectives.

What K. C. Zonsius, director of advertising, is after is constant surveillance of all media activity. With investment in advertising a major factor in the marketing success of the entire corporation, with sales objectives changing, with new media mixes a challenge and opportunity, he finds that special attention to media must be a continuous operation.

"We all work constantly," says Mr. Zonsius, "to watch the effectiveness of a current media schedule in operation. We constantly compare media in use to any possible alternate selections. And when the time comes for fixing plans for the year ahead, everyone in our advertising department is well prepared to discuss ways to achieve greater efficiency, as well as to offer new solutions to new sales opportunities that are materializing.

"Actual media selection is the joint responsibility of two men, full-time in our advertising department, and the agencies' media departments. These staffs work on a rather informal basis, both together and with our other advertising management people.

"Seldom, if ever, is a selection changed to an alternate medium during the calendar year. However, data are kept current in all media files, and in actual practice all media selections are constantly on trial.

"Media planning is not a once-a-year project. Once a program is put into effect, the following year's program is in the planning. Our sales emphasis changes; markets change; new products are born, some products change; publications change. Publications can shift their position in their respective markets; editorial concepts change; books consolidate; books split into more than one title. All of these things are under constant and joint consideration by the client-agency media team."

Media Direction at the Top

Direction of media is included as a top advertising management function by definition. As advertising director, Mr. Zonsius heads the department.

Assistant advertising director is J. P. Kelley. There is a manager of advertising and sales promotion, D. T. Buchanan; an assistant manager



1. MEDIA COST MONEY . . .

. . . and where large investments are involved, the advertising director (K. C. Zonsius, above, at Goodyear) must exercise "constant surveillance."



2. MEDIA AND MARKETS CHANGE . . .

. . . and for the task of matching media to markets—and to sales objectives that also change—the advertiser needs its own media manager (at Goodyear, Bruce W. Wert, above).



3. BUDGETING IS BASIC . . .

. . . and the media schedule is the base. At Goodyear, Dean M. Peebles, above, assists the media manager in planning schedules internally, and then helps merge them with agency plans.

Goodyear . . .

of advertising and sales promotion, Bruce Wert. Mr. Wert is the manager of media, and as such has an assistant manager of media, D. M. Peebles.

From this point on, advertising management functions are broken down by product responsibilities.

All tire advertising is headed by a manager of tire advertising, H. F. Cook and his assistant manager, N. B. Russell. And the tire advertising staff becomes further specialized to include six product advertising managers, each responsible for a different tire market—passenger tires, farm tires, truck tires, etc.

Parallel to the tire advertising staff is the non-tire products' half of the department headed by G. G. Cartwright, manager-advertising, general products. Like the tire department, there are also six product advertising managers here, each specializing in a different product.

Keyed into the product alignments, but with consideration given to the media-handling abilities of various advertising agencies, are the three agencies used by Goodyear. Young & Rubicam handles passenger tire print advertising, and is manager agency for Goodyear television. The Kudner Agency handles truck, farm and other tire advertising, plus all the general non-tire products with the exception of Shoe Products (Neolite), which is handled by Compton Advertising, Inc.

Mr. Wert and Mr. Peebles are the advertising management specialists concerned with media. Their time is devoted to keeping informed on and directing media activity in three key areas:

1. production
2. costs
3. budgets

They find that media planning requires "a flexible and an energetic form of concentration." Areas of consideration range from passenger tires, which is a mass market (objective: seek to influence the greatest total audience possible); to farm tire media planning on a county farm and tractor population basis; to truck tires and rims in which specialized end uses are classified and pin-pointed.

In the non-tire general product areas, diversified analysis becomes far more complicated—involving markets which range from coal mining and space travel to women's fashions and interior decorating.

Industrial products marketing involves an extremely broad classification of manufacturing, mining, construction, printing, petroleum, and highway, water and rail transportation. Products range from V-belts, conveyor belts, and hose to molded rubber items, printing blankets, dock fenders, dunnage bags, fuel storage containers, and railroad crossing pads. "In this one division alone," Mr. Zonsius points out, "we become potential prospects for almost every classification of vertical trade publication."

"The broad markets served by our chemical products division double our potential to many of the same vertical publications, plus several additional ones. For these two products areas our most important task is to study the depth of penetration of all of the horizontal business and news magazines, and to break down and classify and cross reference the circulation in an attempt to cover effectively as many of the important areas as possible."

For Goodyear, a complete vertical coverage of every field would be prohibitive from the standpoint of advertising material cost alone, to say nothing of the total space cost. So it goes about its multiple marketing task by first establishing basic horizontal coverage. It then compiles cross referenced circulation data, and moves from there to sales forecast data to determine needs in vertical publica-

tion strength, not already satisfied by horizontal media.

Media selection for such divisions as Shoe Products, Foam Products, Aviation Products, Packaging and Plastic Films, Metal Products, and Flooring is somewhat simpler. Marketing channels are better defined, by sales objectives, and it becomes a situation of weighing the merits of all media toward making advertising work in the direction of these objectives.

"Goodyear is, of course, not involved in the same type of selling as a package goods company," Mr. Zonsius points out. "The packaged goods manufacturer may use advertising as his only consumer salesman. We must rely on live consumer salesmen, and employ all the complicated channels of distribution which are necessary to get our product before a consumer."

"Therefore, it becomes the objective of our media planning, not to direct the marketing of a product, but to comprehend thoroughly the system of distribution designed by each sales department and to plan our media program in such a manner as to assist a sales department to move its products through its system—and then to attract the end consumer to

the point of purchase. Our objective is to plan a media schedule which will travel with a product all the way to market, and to arrange for someone with money to be there to meet it."

Six Steps in Planning

In formal practice, the preparation of a new year's media schedule goes through six stages:

1. Early after the middle of each year, meetings are scheduled with each product division. Meetings are conducted by the product advertising manager, and are attended by the sales management of the respective division, advertising executive staff, and the agency involved. This is a learning session at which the sales people bring the advertising people up to date with regard to a particular product market. The advertising in current operation is evaluated and criticized, and the advertising people try to draw out as much information as possible.

What they are seeking is the sales point of view on: marketing objectives; advertising strategy (what sales wants advertising to do); copy strategy as seen by sales; media strategy as seen by sales (may include local considerations for dealer cooperative advertising).

IN MAGAZINES schedules are staggered and color is added in order to attract and reach as broad a readership as possible.

MORE TRACTION WHEN IT SNOWS...



1. Traction in snow through Goodyear's tread design.

2. Goodyear's tread design provides extra grip in snow and ice. The tread pattern is designed to bite into the snow and ice, providing extra grip and traction. The tread pattern is designed to bite into the snow and ice, providing extra grip and traction.

MORE MILEAGE WHEN IT DOESN'T!



2. Traction-Proofed outlasts other tires.

3. Traction-Proofed outlasts other tires. The tread pattern is designed to bite into the snow and ice, providing extra grip and traction. The tread pattern is designed to bite into the snow and ice, providing extra grip and traction.



GOODYEAR

GOOD PEOPLE RUN ON GOODYEAR TIRES. THERE'S AN ADVANTAGE TO IT.

SALES MANAGEMENT

PHONE 5247 AT 1525

Goodyear . . .

2. The second stage, so far as media is concerned, involves the agency's preparation of a media schedule; and separately, the Goodyear media staff prepares a media schedule.

3. Third step is a joint meeting of the client-agency media team, at which an arrangement is reached on a single schedule recommendation for each product division.

4. Next, meetings are held, involv-

ing one product division at a time, at which the general management of the advertising department meets with individual product ad managers—agency and sales people not included. At this time the agency's creative materials, the joint media proposal, the collateral requirements, and the institutional responsibilities for each product division are fitted into what is believed to be an ap-

propriate budget for the coming year.

5. The last step is for a joint presentation by the agency and the advertising department to each product sales division.

6. Of course, there is a last step in which the company's total advertising program and total budget are presented to the corporate executives. Budget breakdowns are developed in detail by product, and by media within each product budget. But just a balance sheet goes to top management.

General Media Mix

General media for Goodyear's tire divisions are selected with an eye to reach and frequency. Objective is to reach just as many people as possible.

"We buy network television," says Mr. Zonsius, "because there is a mass audience to be reached—and the medium can produce true coverage for us. We use color in magazines for attention value—not only because of product color, or a desire to create recognition in color for our logo. Rather than gang up advertisements into multi-page inserts, we try to stagger schedules for continuity of impression and frequent repetition of the Goodyear name related to each and all of our many products."

Goodyear is out to reach the total audience in television. It first went into network shows in a big way in 1951, in recognition of the mass audience developing for that medium. It increased its budget in that year to cover the full additional cost of TV. Now (nine years later) it is budgeting at the same level related to estimated sales expectancy.

Goodyear moved into TV with a drama show. This furnished something new every other Sunday night; but the hour got too expensive as television grew in scope and cost. So Goodyear switched from Sunday to Monday evening, trimmed the time to a half hour, and stayed with it year after year, until September of this year.

In planning for the 1960-61 season, Goodyear executives reasoned that drama had limitations as a total audience builder. On September 26 it

GOODYEAR TV SWITCH



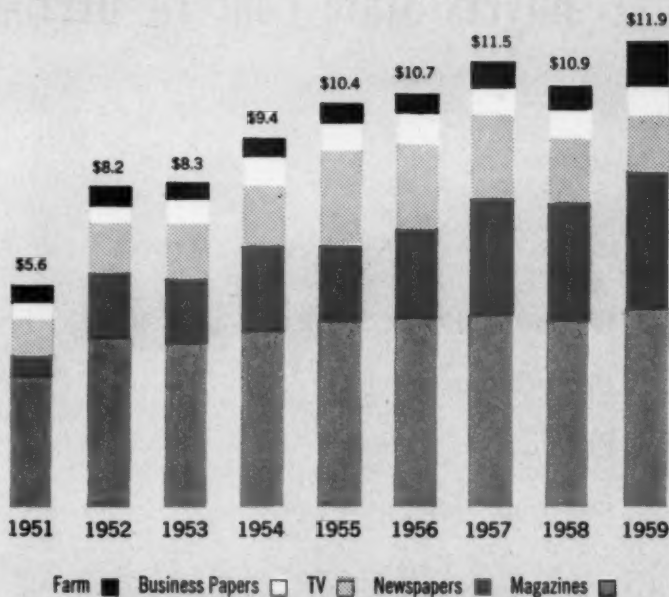
**FROM
DRAMA:**
the Goodyear Theatre,
with typical scene
in bullfight story
starring Keenan Wynn.



**TO FAMILY
COMEDY:**
the Pete and Gladys
show, co-starring Harry Morgan and Cara Williams
in domestic situations.

GOODYEAR EXPENDITURES IN FIVE MAJOR MEDIA

(Estimates in millions of dollars)



moved into an evening comedy show, "Pete & Gladys," co-sponsored with Carnation. The new show gives Goodyear two important things it wants in addition to mass coverage:

1. A show that can get into all kinds of situations. This variety is considered more conducive to selling its varied line of products.

2. A family audience. This produces logical customers throughout for its automotive products, home products like Airfoam, shoe products like Neolite, and vinyl flooring.

Television, however, accounts only for about one-seventh of Goodyear's national media investment. Its biggest media are magazines and newspapers. Although smaller parts of its budget go into business papers and farm publications, it is still a major advertiser in both of these fields. It is not important in outdoor advertising, because it believes that its extensive use of identification signs on outlets coast to coast is, in effect, an outdoor advertising program of some dimension. It is also in radio in many localities through a dealer cooperative program. Dealer co-op advertising in both radio and newspapers is handled through district sales managers—as is Goodyear's extensive point-of-purchase advertising work. Best estimate of total advertising budget (not revealed by Goodyear): \$25 million—half in national media.

How Much To Spend

How much to spend on advertising at Goodyear has always been determined on the basis of experience, relating past practice to sales forecasts, and budgeting on a percentage of expected sales basis. The percentage investment in advertising was enlarged when TV came into the picture—and the larger investment is apparently paying off.

Goodyear continues not only to keep ahead of its competitors but also to increase its lead over the three other largest U. S. rubber industry companies. Its share of the big-four market increased from 32 per cent in 1955 to over 35 per cent in 1959. Net sales climbed \$200 million during that time, to almost \$1.6 billion, and

profits rose steadily from \$165 million to \$195 million. Assuming that industry estimates are correct, Goodyear is investing in advertising at the rate of 1.5 per cent of expected sales.

Obviously, advertising is only one factor in that success, but an important factor. Close attention to media planning within the company, as well as through outside agencies, is a significant contributing force.

	1951	1952	1953	1954	1955	1956	1957	1958	1959
Farm	\$.4	\$.5	\$.4	\$.4	\$.5	\$.5	\$.6	\$.5	\$.7
Business Papers	3	5	7	8	8	8	8	9	10
TV	1.0	1.4	1.5	1.6	2.2	2.3	2.1	1.8	1.6
Newspapers	5	1.6	1.6	2.2	2.1	2.2	2.9	2.7	3.2
Magazines	3.4	4.2	4.1	4.4	4.8	4.9	5.1	5.0	5.4
5 Media Totals	\$5.6	\$8.2	\$8.3	\$9.4	\$10.4	\$10.7	\$11.5	\$10.9	\$11.9

Source: Publishers Information Bureau and Media Records, Inc.

MAJOR NATIONAL MEDIA for Goodyear for last nine years have been magazines, newspapers, television, business papers, and farm publications. Advertising dollars invested in each have grown since 1951; but the proportion invested in newspapers has risen steadily—mostly at the expense of magazines.

Buyers State Concern Over Media Services

Broadcast Rating Services . . . *"need more on viewer characteristics."*
Print Rating Service *"samples too small."*
Promotional Research *"too much bias."*
Coverage Maps *"lack of standards."*
Negotiated Rates *"no way to know best price."*
Availabilities *"lose spots while decisions are made."*

By Phillip W. Wenig
 Research Director, SRDS and MEDIA/SCOPE

THIS REPORT of the National Panel of Media Buyers is concerned with several different subjects that are currently significant to media buyers. They represent some of the pet peeves of the group, ranging from the old cry of "too much bias" in promotional research done by media to the newer problems presented by broadcast rate negotiation.

The Panel is made up of 250 persons in advertising agencies who are concerned with the buying of space and time. It is administered by the Research Division of Standard Rate & Data Service. Through this Panel, MEDIA/SCOPE is able to keep its fingers on the pulse of buyers of media. Questions asked in the current study

were designed to secure a reflection of opinions by the group. The buyers were asked to check a rating scale in answer to each question, indicating their opinions, ranging from completely negative to completely positive in each case.

The charts on the following pages show the exact nature of the questions asked in the titles to each chart. Also shown are the alternative negative and positive answers suggested to each question (negative at the top left of each chart, and positive at the top right). Across the bottom of each chart is the rating scale (running from 1 to 8, negative to positive). Above each number is a bar representing the percentage of answers to

each question that fell into the eight slots of the rating scale. For the purpose of emphasizing the shades of opinions we have arbitrarily shaded the bars: black, gray, and white—reading left to right, negative to positive.

One surprise in the data is the intensity of buyer attitudes about broadcast rates. This was known to be a problem area, but the seriousness of the problem as far as buyers are concerned shows up more strongly than expected in this report.

Details of the report are presented in the charts on the following pages; and at the end of the charts is a quick summary of the results of the whole survey.

Is Dealing a Problem in Broadcast?

Panel Members were asked for their opinions about the practice of negotiating rates in buying broadcast time, either radio or TV, either network or local and either shows or spots. The majority of panelists rather clearly singled out negotiating broadcast rates as a serious problem area. Some, in their comments, expressed acceptance of the idea that this has now come to be an important part of their jobs. Others raised the nagging question of how they are to know when they have obtained the best price possible. Number of answers: 156.

Are Availabilities a Headache?

In commenting on the broadcast availability problem, some panelists again took the position that this is part of their job and an important part. Others pointed out that they have encountered serious problems with clients after decisions have been made and they find availabilities are gone. Number of answers: 158.

Are Broadcast Rating Samples Adequate?

Panel members were asked for their reaction to the adequacy of the various broadcast rating services. In the area of sample size of broadcast ratings the panelists offered comments in keeping with their scale answers. They reiterated that "sample size is inadequate . . . inaccurate" and that they use ratings as "guides only." Number of answers: 172.

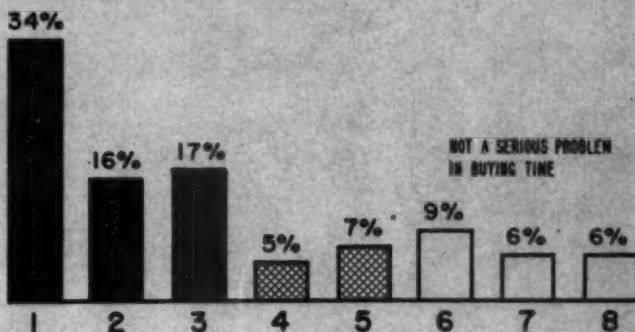
(Charts by Brad Flint—Chartistics)

OPINION RATING SCALE

CONCERNED - GRAY AREA - NOT CONCERNED

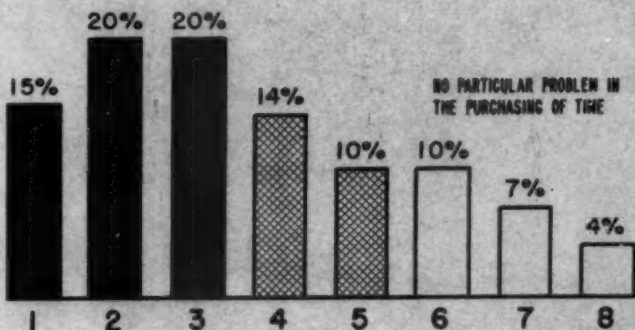
THE DEALING OR NEGOTIATED RATE PROBLEM IS:

AN EXTREMELY SERIOUS PROBLEM IN BUYING TIME



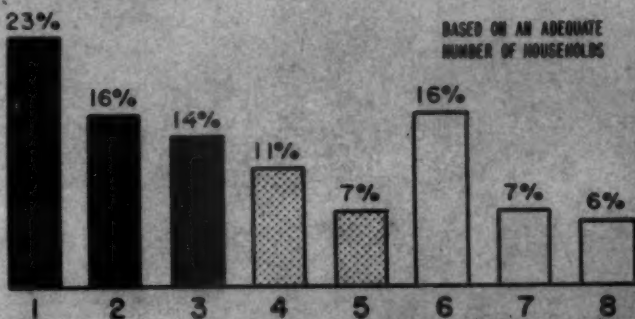
THE AVAILABILITY PROBLEM IN BUYING TIME IS:

VERY TROUBLESOME, MAKING TIME BUYS DIFFICULT



BROADCASTING RATING SERVICES ARE:

BASED ON TOO FEW HOUSEHOLDS

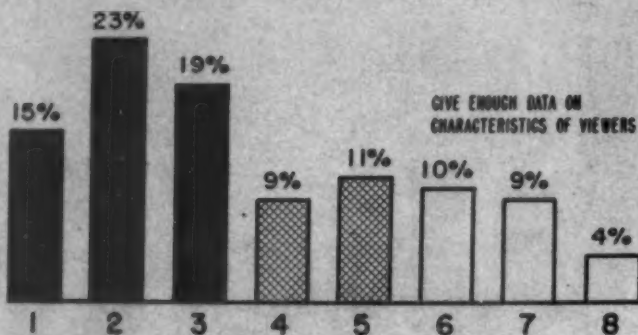


OPINION RATING SCALE

CONCERNED - GRAY AREA - NOT CONCERNED

BROADCASTING RATING SERVICES:

DO NOT GIVE ENOUGH DATA ON CHARACTERISTICS OF VIEWERS

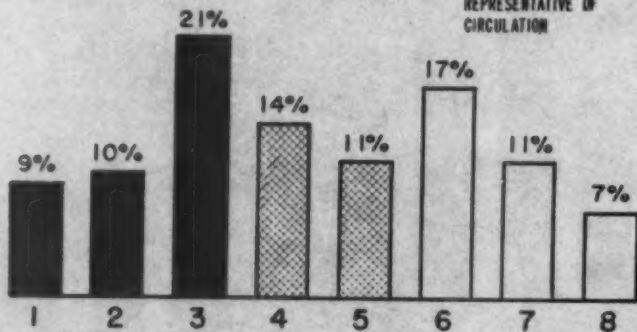


Are Broadcast Data Complete?

The comments offered on the audience data presented in broadcast ratings very largely focused on "the need for more qualitative data . . . totals not enough." Number of answers: 175.

FINDINGS OF THE PRINT ADVERTISING RATING SERVICES ARE:

BASED ON A SAMPLE WHICH IS NOT REPRESENTATIVE OF CIRCULATION

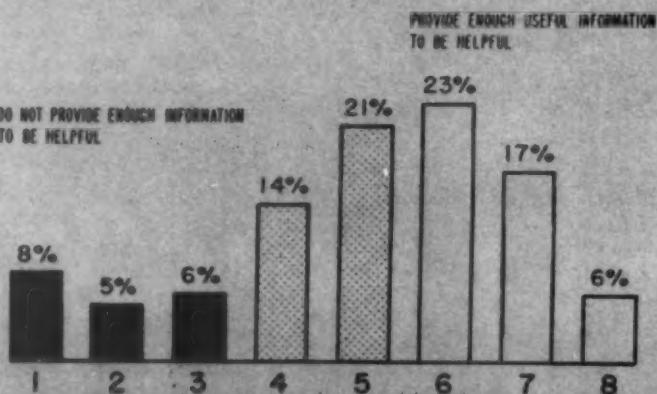


Are Print Rating Samples Adequate?

Panel members were asked how they evaluate the print advertising rating services. In commenting on sample sizes the panel said: "Sample too small, too 'skimpy' for buying millions of dollars of ads." Number of answers: 160.

FINDINGS OF THE PRINT ADVERTISING RATING SERVICES:

DO NOT PROVIDE ENOUGH INFORMATION TO BE HELPFUL



Are Print Data Complete?

The comments offered about the adequacy of the information provided in print advertising ratings pointed out that these data are primarily used outside the media department, but that they felt some ratings gave sufficient information while others did not. Number of answers: 161.

How Objective Is Media Research?

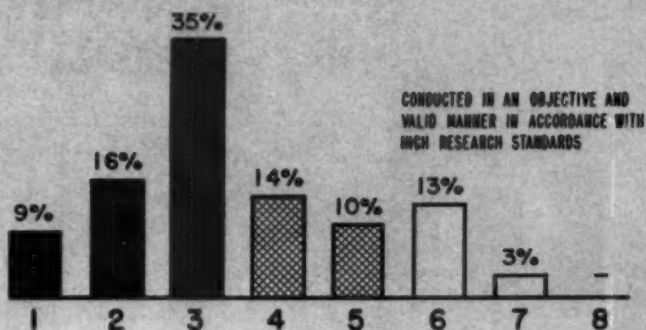
Members of the panel were asked to give their opinion about the media research which is typically used in the advertising and promotional material of various media. The majority of the answers relating to this scale can be summarized under the following statement, "Research reports are limited to favorable aspects of sponsoring media." Number of answers: 185.

OPINION RATING SCALE

CONCERNED — GRAY AREA — NOT CONCERNED

PROMOTIONAL RESEARCH CONDUCTED BY MEDIA IS:

BIASED IN FAVOR OF THE MEDIUM SPONSORING THE RESEARCH



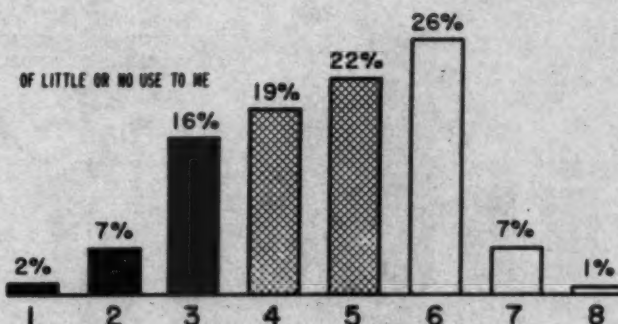
How Useful Is Media Research?

The answers in this section of the report are summarized by the following statement, "Although much of the promotional research conducted by media is largely worthless, we are often able to abstract some useful facts from it." Number of answers: 186.

PROMOTIONAL RESEARCH CONDUCTED BY MEDIA IS:

OF LITTLE OR NO USE TO ME

OF CONSIDERABLE USE TO ME



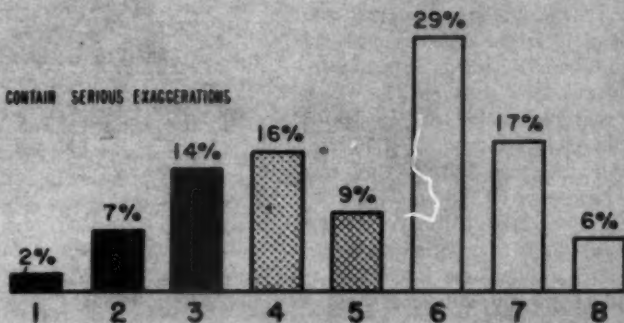
How True Are Media Maps?

Panel members were asked to indicate the credibility they placed in media coverage maps and the manner in which they are made available to them. The comments offered here were largely of a critical nature focusing on the lack of standardization and claims for coverage which the panel believed to be too broad. Number of answers: 184.

MEDIA COVERAGE MAPS:

CONTAIN SERIOUS EXAGGERATIONS

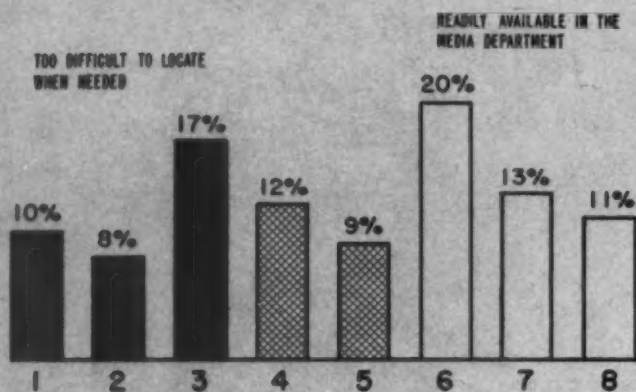
ARE ACCURATE AND REPRESENT A TRUE COVERAGE PICTURE



OPINION RATING SCALE

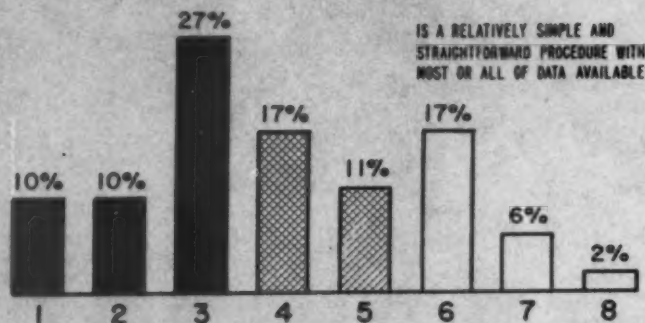
CONCERNED - GRAY AREA - NOT CONCERNED

MEDIA COVERAGE MAPS ARE:



THE MATCHING OF MEDIA TO MARKETS

LEAVES A GREAT DEAL TO BE DESIRED BECAUSE MUCH OF THE NECESSARY DATA IS NOT AVAILABLE



The charts above and on the preceding pages give the details of this National Panel of Media Buyers report. In summary, several points made by the buyers stand out:

1. The dealing or negotiated rate problem is taken very seriously by time buyers. Two-thirds of them were blackly negative on this point. They find that negotiating has become a part of their job, and don't like it; because they can not be sure that they have secured the best price. As reported previously in *MEDIA/SCOPE*, the opportunity to negotiate on broadcast rates has led some advertisers to negotiate directly with local stations through divisional managers, causing

agency-client confusion — and buyer resentment as expressed here.

2. More than half of the time buyers are troubled by availability problems. They line up the availabilities; then they spend time clearing the proposal with the clients; then they find the spots have been sold elsewhere.

3. Both broadcast and print rating services are criticized for using small samples. The result is said to be that buyers use the ratings as guides only.

4. Broadcast ratings, but not print ratings, were heavily criticized for not giving enough qualitative data about audience characteristics. On

How Handy Are Maps?

In commenting about the availability of media coverage maps, respondents offered a number of suggestions as to how the maps could be made more accessible to them. Most of these suggestions centered about developing a standard size, and binding them into a separate volume . . . or presenting more of them in SRDS . . . or making them a part of the ABC statement. As one buyer of media put it, "With the never-ending flood of media information and pressures of the work load, clerical aspects of the department slide." Number of answers: 185.

Do Data Help Match Media to Markets?

Panel members were asked about the difficulty of matching media to markets. The comments highlighted the unavailability of much of the needed data and the differences in market definitions imposed by media. In essence, these comments are summarized by the statement, "Matching data are not always available." Number of answers: 182.

this subject, only 19 per cent of the buyers placed themselves in the three most negative slots on the rating scale where print media were concerned, but 57 per cent were in the three most negative rating slots where broadcast media were concerned.

5. Two-thirds of the buyers complain strongly about the bias in promotional media research, but only one-fourth of the buyers feel strongly about the uselessness of the research. They resent the bias; but dig out useful information on their own.

6. The buyers find coverage maps useful, but wish they were set up on a more comparable basis, and packaged for easier reference.

What's Ahead For Industrial Advertising And Media?

Exciting changes—and challenges—are in store for business advertising.

By Richard C. Christian

THERE ARE TWICE as many advertising campaigns today as against 10 or 15 years ago. We have to buy more and larger advertising. We have to be twice as good to get our message through. The mathematical odds against good readership are terrific. Twenty years ago almost any advertisement had a fair chance of being read. The modern advertiser's answer: more creative advertisements, better media selection, more strategic timing. Quantity of advertising and advertising dollars is definitely not the answer. Advertising, just as personal selling, must be more selective and creative. Most of us in this business—the advertiser, the agency, and the publisher—are faced with declining profits. By working together, many of us will step up our chances for an improved profit picture.

Mr. Christian is president of Marsteller, Rickard, Gebhardt and Reed. This article has been adapted from an address before a seminar in New York sponsored by Associated Business Publications and American Association of Advertising Agencies.

Communications in the Sixties

First, on international marketing. If we are advertisers, our traditional competitive position will be upset by the increasing imports of foreign goods in our product classification. We will have to consider foreign plants or licensees.

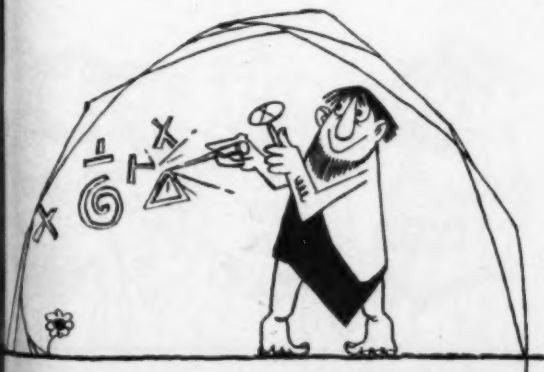
If we are agencies, we face the possibility of smaller billing as sales and advertising activities move out of this country, or the possibility of setting up offices in other countries.

If we are magazines how are we going to sell space abroad to these manufacturers who will be shipping into our markets? How are we going to provide really good editorial coverage of all these world markets into which our foreign-operated subsidiaries and licensees will be selling?

We face a vast adjustment in thinking.

We are going to need new knowledge of new markets. The advertiser, agency, and magazine face the prospect of big investments far ahead of reasonable returns in setting

DICK CHRISTIAN'S HISTORY OF THE BUSINESS PRESS



In the beginning there was an editor. His editorial objectives were obscure, his productivity was limited. But he was the first of his breed. He was a communicator. He knew he was needed.



And also in the beginning there was a reader. He had little to read, but he had lots to learn. But he knew that he was destined to be the key in our world of communications.

up to be competitive in a whole new complex of foreign marketing. We have a great training program ahead. A whole new body of information is needed not only on the broad marketing aspects of this world-wide business, but on the simple but totally new details such as foreign monetary exchange, foreign media, and graphic-arts availabilities.

Second, at home we find the spawning of the multi-division industrial company through mergers, and the concept of diversification. Tax laws, as much as anything else, are the causes of growth in this direction, just as similar mergers and diversification have taken place among agencies and publishers.

As advertisers have grown, become more diversified in products, markets, and geography, and have expected more services, the agencies have followed the same pattern in order to keep pace.

We find fewer industrial companies in which the president or the sales manager runs the marketing and advertising activities, as was so common 30 or 40 years ago. We have fewer one-man agencies, and it is more difficult for the fringe magazines, because the advertiser and the agency are less sentimental and expect a great deal more in factual information before they buy.

Changing Role of Ad Manager

The advertising manager is changing. In the company of the future he is going to have much more exposure to top management and to top-management ideas. He will have more responsibility, but will be better paid. By the end of this decade most advertising managers will be marketing men. To put it another way, mostly it will be marketing men who will head advertising, sales promotion, publicity, and related functions.

We are probably in for more title changes. We will have communications managers; the title "Marketing Services Manager" will become increasingly common.



Soon came the advertiser. He had an idea—a great idea. So he talked the editor into helping him sell something to the poor unsuspecting reader. And by golly, the idea worked.

This man of the future who will run advertising and sales promotion will need to know a lot about some things with which he does not concern himself much today. He will need to understand cost accounting and depreciation to a much greater degree, and have a much better understanding of the real effects of overhead and taxation. He will understand individual product profitability—what produces profits and how they are calculated. He will have to know a great deal more about pricing. He will have a much better grounding in psychology.

Changes in Agencies

What changes can we expect in advertising agencies?

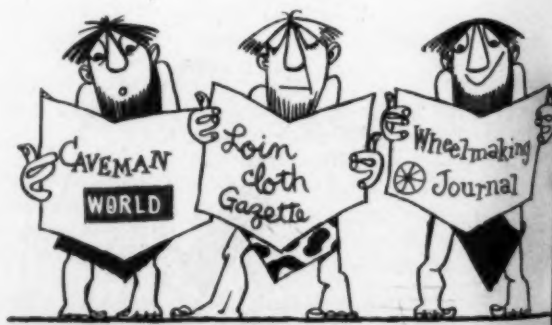
It seems perfectly evident, regardless of the fact that we occasionally read that it is time that the advertising agency went back simply to preparing advertising, that the agency of the future is going to be much more involved in the total marketing program of the advertiser. The agency is going to have to provide increased research and public relations services. It is going to have to take on collateral materials and catalogs, whether it likes it or not. It is going to have to produce more visual aids.

In the media department we are going to be staffed with true analysts. We are likely to have specialists in overseas advertising, and even media specialists by markets. The advertiser of the future is going to want this kind of attention. Media buying is a tremendously complex function today, and will become even more so in the future.

Trends in Business Paper Publishing

Our business papers are headed for a change, too. Our marketing and advertising business press reports new trends almost weekly. The competition for reading time will, of course, grow increasingly intense; so the magazines will have to be edited to provide summary information on all subjects for those who need only the basic understanding. Yet this will have to be buttressed by details for those who need to know the facts in depth.

Advertisers and their agencies have been relying more and more each year on the research facilities of business



Before anyone realized, we had fathered a great new industry, called business paper publishing and advertising. We had competition, which was strong. And our little industry prospered.

publications. This trend has accelerated to the point that publishers now find themselves not only in the publishing business but, in a very real sense, in the research business.

There is going to be some change in space selling practices, too. Increasingly, it is going to be necessary for the space salesman to read his own magazine—and to understand it. He is going to have to read the advertising in his book and help to guide it. Space selling of the future is going to be more interpretative selling, interpretative of both markets and editorial. The space salesman is going to have to spend more time in the field with the industry and the reader. A few days at the time the salesman is hired or a week a year simply isn't going to be enough.

These developments will be evolutionary through most of the Sixties, I suspect, but I am sure the momentum will build. Someday we will catch up, and these changes in industrial marketing will sweep over us. Perhaps we have 10 years to get ready. But just as the Gilbreths set up a whole class of industrial engineers who left the old concept of the shop superintendent behind; just as the National Labor Relations Board changed the employment manager into a labor relations director; so we can expect some event to blast off a whole new understanding of the position and values of industrial communication and promotion. It may be a penetrating speech, or it may be a Federal sales tax law, or it might be the unionization of salesmen, or it may be any big or little event, or it may simply be the sheer weight of growing understanding.

How To Be Ready

How can we be ready?

Well, preparation is evolutionary, too. But first we need complete and unswerving belief in three things: in the power of advertising, in our company, and in ourselves.

Number one is the belief in the power of advertising. The curse of this business is people who are dully going about a highly creative and intensely interesting, unceasingly challenging business.

Unfortunately, we are saddled with advertising managers who have learned to measure picas but not profits; to whom inquiries are records, not living, breathing, buying

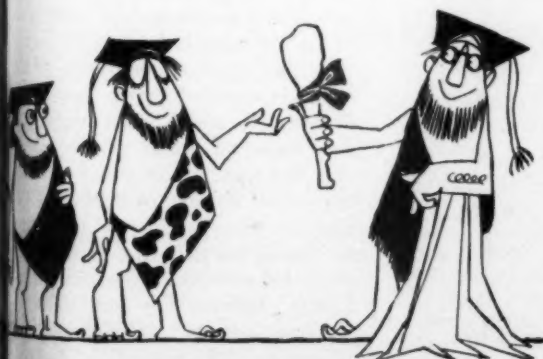
people; who have never seen a purchasing agent light up with recognition when shown one of their advertisements.

This business is also cursed with agency people grinding out copy to fill a page but not to fill a need; hastily routing low readership scores on while using high ones as a mirror of self-adulation without pondering the real human reasons for the difference. And we are cursed with agency people who are writing advertisements for client approval, not for reader response.

This business is cursed with publishers who have not transmitted their knowledge of the power of their publications and of advertising to space salesmen, if indeed they have it themselves. And so in turn we are cursed with space salesmen who have no real concept of what advertising is or does or how or when. I often ask space salesmen, "What should I expect from our advertising in your publication?" The blank stares and the fumbled answers are pretty discouraging.

This is a great, useful business. Advertising really works. In our agency we spend a great deal of money on our own advertising and we see it pay off. When, as happened last week, a prospective client comes in and says, "We are here because of your advertising," then you begin to understand what advertising can do. When you have a client as we do, like the Rockwell Manufacturing Company, where an advertising campaign has provoked letters of comment or inquiry—from five to 50 every week of the year, for eight straight years—some saying, "Send a salesman," then you begin to appreciate advertising. You begin to feel the power of advertising when you are a company like the little Roura Iron Works over in Detroit selling self-dumping hoppers on a budget of less than \$50,000 a year without a single salesman, and where every sale is traceable to an advertising inquiry. When you walk through their plant and realize that every employee in the company is dependent upon the efficiency of their advertising, then you begin to understand what kind of a business we are in.

And so I believe in advertising. I know what it can do. I know it works. I know it is useful, and economic, and powerful and, therefore, I have pride in being in the advertising business. ■



In fact, our once primitive editors, publishers, advertisers, and agency folks even got educated. In and out of the ivory halls they came. Progress and sophistication had arrived.



And we formed our own unique Greek Letter societies . . . ABP, NBP, BPA, ABC, VAC, ANA, AIA. Our aims were high-principled. We were making our business more scientific.

Scripps-Howard Study Probes Inter-media Image

A RESEARCH PROJECT that is unusual for several reasons has, after two years of work and involvement of a wide variety of people, come to a conclusion.

The project was set in motion in January 1959 by Charles E. Scripps, 40-year old chairman of the board of Scripps-Howard Newspapers, a 1960 Annual Media Awards winner. Mr. Scripps called for basic research of the comparative images of four major media: newspapers, radio, television, and magazines.

The project was remarkable because it set out to probe an area in which the researchers involved believed there was not even any methodology. So they had to develop methods, carry them out, and finally draw off usable results.

The practical applications wound up in advertising themes and copy for a new advertising campaign for Scripps-Howard's Cincinnati *Post and Times Star*. The basic study has just been released as a printed report: "A Factor Analytic Study of Attitudes Toward the Mass Media—a re-analysis of semantic differential image measurement." The report is published by Scripps-Howard Research, signed by Dr. Paul J. Deutschmann, director of the Communications Research Center

of Michigan State University, and Donald Kiel, director of research of McManus, John and Adams.

The method of securing information on the varying images of the four media developed into a combination of the semantic differential measurement technique and a production engineering concept of sampling. This was planned by Dr. John Scott Davenport of Scripps-Howard Research. Simultaneous interviewing was handled by Winona Interviewing Service in Boston, New York, Miami, Cleveland, Birmingham, Minneapolis, Dallas, Denver, Los Angeles, Seattle, and Carroll County, Iowa, of area probability samples of 100 people in New York and 50 elsewhere.

Use of Semantics

After four months of analysis of the data gathered in this way, Mr. Scripps found that "the public had certain definite feelings toward each of the media and toward media in general. We got a *power-with-reservations* image for newspapers; a *good-time-Charlie* image for radio; a *he's a lot of fun, but . . .* image for television, and a blurred image for magazines in general." This information in detail was then used by Leonard Sive and Associates, Mr. Scripps' advertis-

ing agency for promotional purposes. But the project did not stop there.

Factor Analysis Added

Dr. Deutschmann, of Michigan State, an expert in the use of semantic differential techniques, asked for permission to subject the original data to factor analysis. He involved Donald Kiel in the factor analysis operation. What they found was a way to isolate certain factors as significant, others as not significant in relation to all media and to the individual media studied. These factors were:

For all media combined—ethical, potency, pleasant veracity, informative vitality, and entertainment.

For newspapers—potency, pleasant veracity, ethical informative, careful dynamism, and honesty.

For radio—ethical, approved dynamism, accuracy, approved precision, entertainment, and drabness.

For television—ethical, vitality, triviality, indulgence, and clarity.

For magazines—continued fuzziness in the isolation of factors.

Having established which factors were significant, it was possible to compare the images among media. And it was possible to compare image intensity within media between different cities (see accompanying typical table developed in this way).

From here the Scripps-Deutschmann-Kiel report traveled to Dr. Leo Bogart, vice president of marketing planning and research of the Bureau of Advertising. He added his evaluation and recommendations for publication, and contributed the introduction to the published report.

Further practical application of the report is expected in the newspaper industry, to whom Mr. Scripps has now made the whole project available. For this purpose it has received the further blessing of Bernard Feld, director of research and promotion for the Birmingham *News* and president of the National Newspaper Promotion Association, and Clarence Harding, director of research and promotion of the South Bend *Tribune* and chairman of the NNPA public relations committee.

DIFFERENCES BETWEEN RATINGS OF PRINT
AND NON-PRINT MEDIA

	ETHICAL	POTENCY	VERACITY
Boston	-.27	-.94	-.69
Denver	-.06	-1.07	-.12
New York	-.32	-.11	-.01
Dallas	-.58	-.84	.45
Cleveland	-.18	-.72	.00
Los Angeles	-.40	.46	.40
Minneapolis	-.55	.43	.04
Seattle	.13	.44	.72
Miami	.36	.10	.25
Birmingham	.20	.06	.67

NOTE: Minus sign indicates higher ratings for Print, plus indicates higher for Broadcast. We can expect that a difference as large as .30 is probably statistically significant.

MEET THE PRO\$PER BOSTONIAN . . .



THIS IS HIS BUTLER



THIS IS HIS YACHT



HE READS EITHER THE MORNING HERALD OR THE EVENING TRAVELER

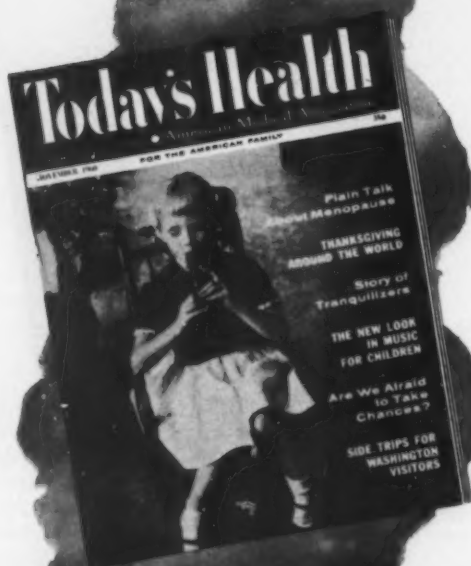
• The Pro\$per Bostonian's healthy wallet has moved Boston to first in total retail sales and to second in total general merchandise sales per household among the Top 10 Markets.

• Over 350,000 Pro\$per Bostonian fami-

lies read either the Herald or the Traveler. Both papers dominate the exploding suburban communities where they live . . . communities that top the city in spending and earning by 3 to 1. • Sports and pleasure advertisers know these

facts: that's why the Herald and the Traveler are first in ad lineage for sporting goods, boating, amusements, hotel and travel, alcoholic beverages . . . in fact, first in almost every classification you can think of.

The Boston Herald and Traveler are represented nationally by the Sawyer-Ferguson-Walker Company.



18,000 new families added every month for over a year—and still climbing!

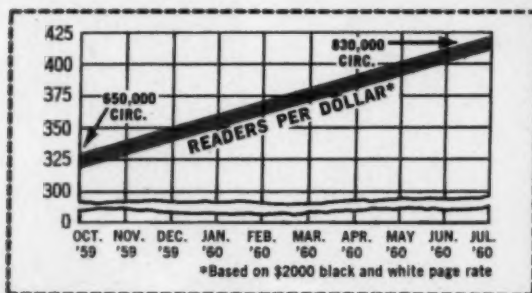
Present advertisers paying 21% lower than rate card. Skyrocket growth in readers per dollar constantly outstrips TODAY'S HEALTH rate increases. Present advertisers are getting *actual* cost per thousand of \$2.41... 21% lower than rate card! Reason? Americans are more health conscious than ever before. TODAY'S HEALTH fills their need for facts that interest the whole family.

Plus millions of extra exposures at no extra cost. As part of the 830,000 net paid circulation, 140,000 A.M.A. doctors receive waiting room copies. While patients wait, they read, adding millions of exposures at no extra cost.

Your advertising backed by believability. Today as never before, advertising is subject to close scrutiny. As the consumer publication of the American Medical Association, TODAY'S HEALTH effectively provides a healthy climate of believability for more and more of America's successful advertisers.

Important market facts. Subscribers are above-average in education and income. Median income of \$7,000 is \$1,810 over the national average. 46% have college education. 25% are in professional or technical fields.

CIRCULATION EXPLOSION!



Today's Health

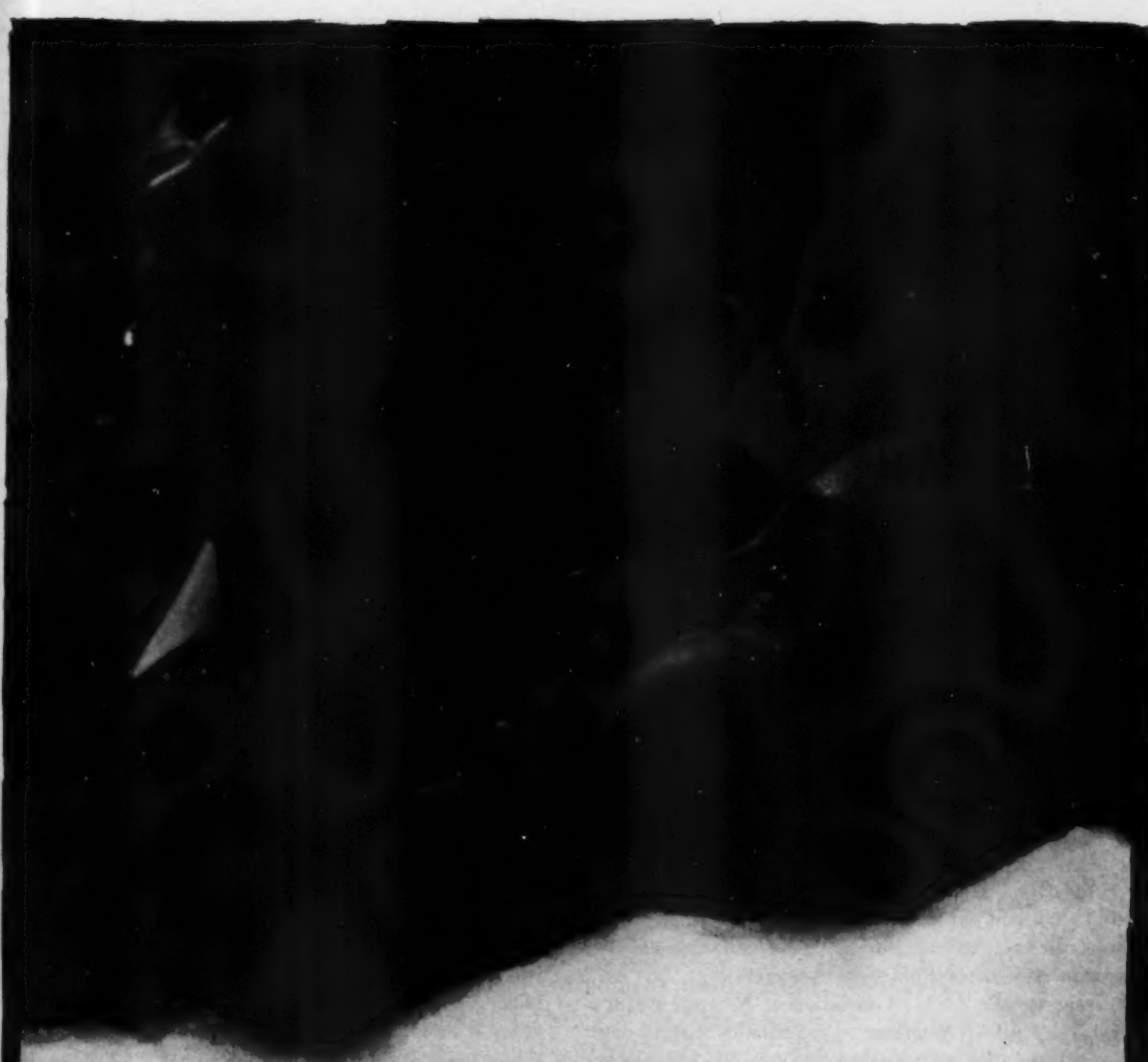
PUBLISHED BY THE American Medical Association

535 North Dearborn Street, Chicago 10, Illinois • Whitehall 4-1500

475 Fifth Avenue, New York 17, New York • ORegon 9-9383

Whaley-Simpson Co.: 6608 Selma Avenue, Los Angeles 28, California • HOLLYWOOD 3-7157

Whaley-Simpson Co.: 700 Montgomery Bldg., San Francisco 11, California • DUTTER 1-4583



Families read TV Guide in a mood of relaxed enjoyment

A difficult area in the advertiser's appraisal of any magazine is the mood in which readers approach it. Measurements here are few.

The study made by Dr. Burleigh B. Gardner and his Social Research, Inc., staff deeply probes the mood of TV GUIDE readers.

Most of the 7,250,000 TV GUIDE families are *selective viewers*. They are determined that their TV hours be constructive, worth while and enjoyable . . . and they find the articles and features of this magazine, cover-to-cover, indispensable to that end.

Their *active* approach to television is consistent with their purposeful view of all leisure.

These are the people who tour America, read books, man home workshops, listen to hi-fi, delight in gourmet cookery. These are partisans of The Good Life U.S.A. The mood in which they read TV GUIDE combines this intelligent pursuit of relaxation with the seeking of authoritative TV facts and reliable TV guidance. And all of this normally occurs within the context of the family group.

Here is an ideal atmosphere for the advertiser to make sales of impulse products through print . . . to create the daydreams which will wind up as reasoned major purchases. Here is *advertising opportunity*.



**Best-selling
weekly
magazine
in America**

For your copy of "TV GUIDE: A STUDY IN DEPTH," call your local TV GUIDE office or write TV GUIDE, National Advertising Department, Radnor, Pa.

"An ad is like a kiss," said Bill Thomson

Or, What the Continuing Study of Newspaper

Reading Proved and Didn't Prove.

By George Benneyan

I HATE TO THINK of how many speeches and reports Bill (William A.) Thomson made during the 35 years he was director of the Bureau of Advertising of the American Newspaper Publishers Association.

Speeches to the ANA (Association of National Advertisers), the AAAA (American Association of Advertising Agencies), the NAEA (Newspaper Advertising Executives Association), the AANR (American Association of Newspaper Representatives), the ANPA (American Newspaper Publisher's Association) . . . to say nothing of annual or periodical reports to the Board of Directors of the Bureau (it used to be called the Committee in Charge), to the officers and members of the ANPA, to the Advisory Committee, the Plans Committee, the Finance Committee, and the various other committees with which he was afflicted.

They were all, of course, about newspapers and the Bureau, both of which he loved and to both of which he devoted nearly all his working life.

I sat through and read a good many of his speeches and reports . . . some of them voluntarily, because the newspapers I was with belonged to the Bureau; more of them because I had to, because for eight years he was my boss at the Bureau.

The speech I remember most vividly, after all these years, was the one in which he said "*An ad is like a kiss. What you get out of it depends on what you put into it.*"

This profound observation, made to the NAEA at a convention in Chicago (I think it was in 1939 or 1940),

was based on the early findings of the Continuing Study of Newspaper Reading which the Bureau had recently launched. He was explaining (really defending) a study which had already disturbed a good many newspaper men, including some in the audience he was addressing, because it showed that something less than 100 per cent of a newspaper's readers read every ad in every issue. Even if this were so, they said, why spend money to find it out; and why publicize the figures to advertisers and agencies and opposing media?

* * *

THE CONTINUING STUDY of Newspaper Reading was a pioneering research project. It was the biggest research job undertaken by the newspaper industry, and one of the biggest jobs undertaken by any media.

It began in July 1939, with the examination of the Akron *Beacon Journal* and ended in February 1952, with the examination of the Dothan, (Ala.) *Eagle*.

In the 13 years of its operation it made 142 studies of 126 newspapers (some newspapers were studied twice), and it involved a total of 64,107 personal, house-to-house interviews.

The studies covered large and small papers, morning and evening and Sunday papers, papers in the North, South, East and West. Included among them were such leading publications as the Cleveland *News*, St. Louis *Globe-Democrat*, Los Angeles *Times*, Minneapolis *Star-*

LIFE announces a four-point program to help advertisers meet today's marketing challenges

More circulation: To meet the demand for expanding markets and exposure—LIFE during 1961 will be growing toward its January, 1962 goal of 7,000,000. During this period, LIFE will be delivering anywhere from 100,000 to 300,000 copies a week over its present rate base of 6,700,000. For advertisers, this represents up to a million more potential customers—at no additional cost.

No change in rates: To assure marketers of predictable advertising costs in the year ahead—LIFE guarantees no increase in advertising rates during 1961.

Seven regional editions: To offer the flexibility needed in today's marketing—LIFE will now be able to offer for the first time full advertising facilities in any one of seven regions in the United States or combinations thereof at no sacrifice of speed in distribution.

New product test markets: To provide manufacturers with an effective way to test new products through magazine advertising before coast-to-coast distribution—LIFE will also be able to offer national advertisers a wide choice of test areas, frequently as small as a single city.

These innovations—plus the fact that speedier delivery will enable LIFE to move its cover date from Monday to the preceding Friday, beginning with its issue of January 6th—all serve to underline LIFE's continuing leadership as an advertising medium:

- In the first 9 months of 1960, LIFE's advertising revenue was over 97 million dollars—21½ million dollars more than the next magazine. LIFE is first in advertising revenue for the 18th year in a row.
- For the 13th year in a row, LIFE leads all general magazines in retailer newspaper tie-in lineage. Last year alone, LIFE had four times as many tie-in lines as the next two general magazines combined.

The LIFE logo, consisting of the word "LIFE" in a bold, white, sans-serif font, enclosed within a black rectangular border.

Journal, *Houston Chronicle*, *Pittsburgh Post-Gazette*, *Atlanta Journal*, *Hartford Courant*, *Washington Star*, *Chicago Sun-Times*.

The smallest weekday paper, in number of pages, was one of 16 pages: the largest was one of 96 pages. The smallest, in circulation, was one of 8,570; the largest was one of 635,346. In addition, there were a couple of special studies of Sunday papers, including the *Milwaukee Journal* and the *Cincinnati Enquirer*. (The latter created special interest because it covered both *This Week* and *The American Weekly*).

Each study involved roughly 450 interviews, divided fairly evenly between adult men and women 18 years of age and over. Each interview (with a known reader) meant going through a copy of the previous day's paper page by page, and marking down each news story, editorial feature, and ad, some portion of which the person being interviewed remembered having read. The final, published report for the newspaper showed what per cent of the men and women interviewed read some part or all of each news and editorial item and each display ad in the paper. The periodically issued summaries of all the studies conducted up to that time served as a pretty reliable indication of the newspaper reading habits of the American public. Collectively, the findings showed how people read newspapers . . . and what kind of news, features, and advertisements interested them most. More than 10,500 ads (70 lines or more in size) were examined.

The study was conducted by the Advertising Research Foundation, which was sponsored jointly by the Association of National Advertisers and the American Association of Advertising Agencies. It was, I believe, the first major project undertaken by the ARF.

It put that organization on its feet and kept it going during its lean early years. It was largely instrumental in enabling the ARF to later spread its wings, enlarge its activities, and become, under Al Lehman's direction, the powerful and beneficial force in advertising that it is today.

The actual supervision of the study was in the hands of a tripartite Administrative Committee made up of representatives of the ANA, AAAA, and the Bureau of Advertising. Each organization had three members on the Committee. I remember well the many earnest meetings of the Committee when it was laying plans and trying to get the thing started.

While the Bureau footed most of the bills, some portion of the cost of the Study was met by the ANA and AAAA. The total cost of the 142 studies came to some \$650,000.

Basically, from the Bureau's point of view, the purpose of the Study was to help ad men to use newspaper space more profitably . . . and newspaper men to sell newspaper space more effectively. An unexpected by-product was that newspaper editors found the study a valuable guide to readers' likes and dislikes of the editorial fare they found in their newspapers. This prompted some editors to revamp or drop or install certain features. (Drew Pearson turned out to be the highest-scoring political columnist among men readers.)

While it took some time for the Nervous Nellies in the newspaper field to get over their fear of the study's "negative" revelations, it wasn't long before the positive (and somewhat surprising) findings began to prove their usefulness to newspapers and advertisers alike. Among these: left-hand newspaper pages get as much or more attention as right-hand pages, ads in the back part of the paper get as much attention as ads in the forward pages, ads below the fold get as much reading as ads above the fold, good small ads get more reading than mediocre large ads, the best-read stories in a newspaper are the local stories, a good ad (even if it appears far back in the paper), gets more attention than many a page-one news story. So unexpected and startling were the findings and so unprepared and skeptical were the newspapers, that the Bureau had to resort to a series of "*How Can We Use It*" bulletins for its members.

* * *

WHAT BILL THOMSON MEANT by his "kiss" remark was that it's not the size of an ad, nor the page on which it appears, nor its position on the page, that determines what an advertiser gets out of the space he buys. It's what he puts in the ad, how well he uses the space. It's determined by the copy, the layout, the artwork, the appeal.

The Continuing Study of Newspaper Reading did not come into being easily. Nor were its early years smooth sailing. Not only was there opposition to it from Bureau members (advertisers and agencies, on the other hand, were strong for it from the beginning), but the idea for it evolved in a curious and almost accidental way.

Sometime in the mid-1930's, at a convention of the AAAA, Roy Durstine was reported to have said in a speech, that only 14 per cent of the readers of a newspaper read an average newspaper ad. And he was reported to have credited researcher George Gallup as authority.

Whether Durstine said just that, or whether he correctly interpreted Gallup's studies, or what, indeed, was meant by an "average" newspaper ad, were uncertain.

(Continued on page 68)



WHY WHY WHY MARINE P

Why MARINE PRODUCTS?

Because the industry wants it. Climaxing 3 years of market evaluation, Chilton personally contacted several hundred high-volume marine products dealers—salt water and inland, coast to coast. Each was shown a pilot copy of MARINE PRODUCTS. Each was queried about it in a depth interview lasting an hour or more. Did he want it? Would he use it? The answers were decisive: 97% want MARINE PRODUCTS; 93% will use the Reader Service Card.

Why a Tabloid? Why Product News?

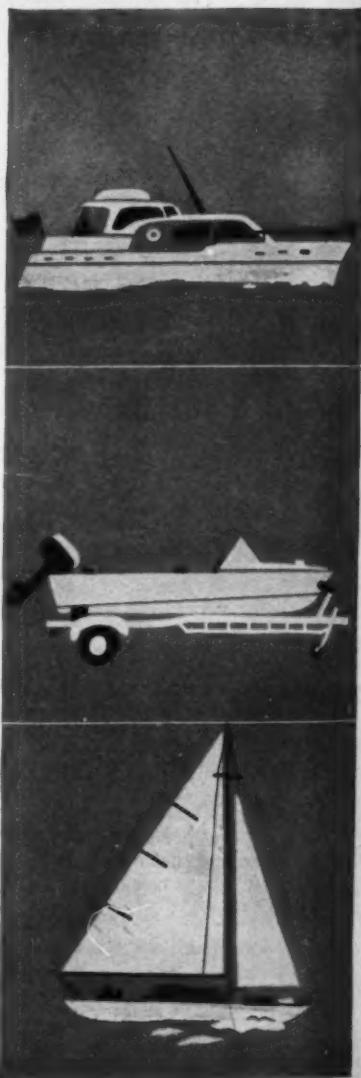
This is the proven format for highest product visibility, for top product advertising exposure, for maximum reader response. And nothing pulls like product news. Of dealers interviewed, 89% called it a vital interest. MARINE PRODUCTS provides more product news than all other marine trade publications combined!

Who Will Get MARINE PRODUCTS?

The cream of the most comprehensive boating trade list ever compiled . . . in line with Chilton's policy of buying-power coverage. You get 35,000 carefully screened, high-volume prospects—guaranteed. Coverage includes *all* categories of dealers in marine supplies, services and equipment—wholesale and retail; marinas; boatyards; fleet owners; distributors; manufacturers; government offices . . . nationwide coverage of this booming \$2.7 billion market.

What Does MARINE PRODUCTS Offer You?

MARINE PRODUCTS puts your message in dealers' and manufacturers' hands economically, effectively. Its only news is product news. Its only editorial function is to tell readers about your products. It is the only reader action format in the field, geared for fast, screened inquiry processing by UNIVAC computer.



PRODUCTS?

The only national product news magazine for the entire marine industry

First issue: JANUARY 1961 BOAT SHOW NUMBER

Whether you take a quarter-page at \$200 (12-time) or a full-color insert, act now to be aboard the first issue of MARINE PRODUCTS, the *reader researched* magazine launched to meet a proven need. The publisher is Chilton, one of the most progressive in the business . . . one of the most experienced (19 leading trade publications) . . . known for its industry-influencing editorial, quality of circulation, and unsurpassed market research facilities. For rates and data, write, wire or call collect—home office or nearest branch. Closing for January MARINE PRODUCTS is December 5.

MARINE PRODUCTS A CHILTON PUBLICATION

Chestnut & 56th Sts. • Philadelphia 39, Pa.

Phone SHerwood 8-2000

MATERIALS • SUPPLIES • EQUIPMENT • SERVICES • ACCESSORIES • MARINAS

1960
Radio/Scope, December 1960

(Continued from page 64)

The point was that the trade press gave his statement a big play, a lot of people were shocked by it, many were too willing to believe it, and competing media made hay with it. As in most things, it was more difficult to change or correct an impression than to make one.

When I got to the Bureau of Advertising in the spring of 1938 (as research and promotion director), newspapers were still smarting under the attack, and still trying to overcome the impression created by Durstine's remark. They were still looking for a sound, convincing reply.

Like any new man on a new job, I gave Bill Thomson, a few months after my arrival, a memorandum suggesting certain steps, projects, and campaigns which I thought the Bureau might consider undertaking. Among the suggestions was an item that read: "Let's get Clark or Hooper (or some other reputable research organization) to make an honest-to-God survey to show what per cent of newspaper readers notice newspaper ads . . . to offset the effects of Gallup's surveys. (Maybe we can get Gallup to make the survey!)" The parenthetical and exclamatory sentence was inserted with tongue in cheek. Instead of pitting another authority against Gallup, why not get Gallup to do a research job that might refute the statement he was credited with?

When Wilder Breckenridge joined the Bureau as sales manager, a few months later, we kicked the idea around and, together, we persuaded Bill Thomson to give us the green light to explore the possibilities of getting Gallup to do the proposed study. This took a little doing because, at the beginning, Bill himself was somewhat nervous and skeptical about the possible outcome of such an undertaking. And understandably so. He had been living with Bureau members a long time, knew them well, and was apprehensive of their reaction to a study that might reveal facts and figures they wouldn't like.

I remember our first meeting with George Gallup, at which Breck and I proposed our plan. Gallup was then research director of Young & Rubicam. He gave the idea his blessing, said it was a much needed step, wished he could undertake it, asserted that the "14 per cent readership" was erroneously quoted and wrongly interpreted. But, he said, his position as an advertising agency man and a Young & Rubicam executive prevented him from becoming actively engaged in such a media study.

He suggested, however, that we might be able to work out the plan with his former associate, Harold Anderson, with whom he had founded the American Institute of Public Opinion. With Carl Nelson, another Gallup alumnus, Anderson was operating the Publication Research Service, which was the successor to the Gallup Research

Service and which used the same research techniques that Gallup had perfected.

Out to Chicago we went to talk to Anderson and Nelson . . . and there were many more exploratory meetings in New York and Chicago. Through it all, George Gallup maintained his active interest and support.

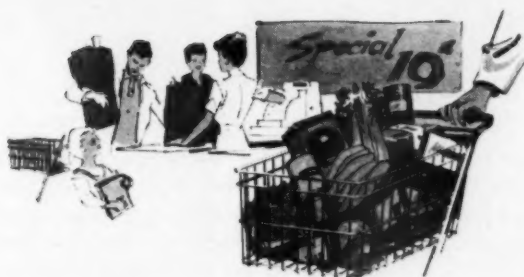
There were months of planning. There were two experimental studies, one of the Rochester (N. Y.) *Times* and another of the Louisville *Courier-Journal*. I went to



Louisville with Carl Nelson to see, at first-hand, how the sample was determined, how the field workers and interviewers were selected and instructed, how the interviewing was done and recorded.

Then, largely through Breckenridge's efforts with officers of the ANA and AAAA, the study was taken over by the Advertising Research Foundation. Miller McClintock, who had been director of the Traffic Audit Bureau (also operated by the ANA and AAAA), became director of the ARF. A few years later he resigned to become the first director of the Advertising Council and still later he became president of the Mutual Broadcasting Company. On McClintock's retirement from the ARF in 1941, Al Lehman, who had been with ANA, took over the direction of the Foundation.

I remember well the early production problems of the study . . . how to reproduce the large newspaper pages



65 PERCENT OF DELAWARE VALLEY'S FOOD SALES ARE MADE IN THE SUBURBS



The Philadelphia Inquirer delivers your advertising to 27% more suburban women readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

economically in a small and usable format, how to distribute copies of the reports to members of the ANA, AAAA, and the Bureau, how much to charge for copies of the reports, how much each newspaper should pay for being examined.

* * *

THERE WERE LEGAL PROBLEMS, too. Somebody (I think it was Elisha Hanson, the legal counsel for the American Newspaper Publishers Association and the Bureau) said that you couldn't reproduce and distribute the pages of a newspaper without violating copyrights and becoming involved in "invasion of privacy." (Also, one of the newspaper syndicates objected to having its features reproduced and rated as to the reading they received.) So, in the early reports, the reproduced newspaper pages, reduced to 10 x 14 inches, were stitched together separately and inserted into the rest of the printed report with a heavy rubber band which went through the center fold and around the outside of the heavy cover of the report. I don't remember just how or why the rubber band absolved us from legal infringements. But somewhere along the line (I think it was in 1945, after more than 75 studies had been made), the ARF either got a new lawyer or a new ruling or decided to take a chance. Anyway, we dropped the rubber bands and stitched the whole report together as a single unit . . . and nobody got sued.

I still have the dummy for the first report with its cover design in Alternate Gothic and Futura. And, I still have the innumerable sketches that Evans Reynolds, the promotion department's artist, made for the little symbols to be placed on the ads, pictures, features, and stories to carry the figures for "per cent men and women reading." (The problem was to come up with a design that would stand out against pictures and black types in the paper. We ended with a black football-shaped panel ringed with a white line, inside an outer black line—and with the figures in reverse.)

The original title of the project was "Newspaper Readership Study." While we were working on the dummy it struck me that a more meaningful and interesting title would be "The Continuing Study of Newspaper Reading." I mentioned this to Thomson and Breckenridge and McClintock . . . and, that, finally, was how the study was captioned. ("Readership," it has always seemed to me, is an over-used and pointless word.)

I don't know why they dropped the Continuing Study. (I wasn't at the Bureau at the time.) It always seemed to me that it should go on and on, endlessly—like Starch and Nielsen and Media Records and the ABC—and be really a continuing study.

I'll always be glad about The Continuing Study of Newspaper Reading, not only because it made a major contribution to media and advertising research, but also because it gave our small research and promotion staff an opportunity to design and produce some original, attractive and effective material based on its findings.

With highly talented copy writers like Joe Ecclesine, the late Charlie Hammond, John Ottinger, Len Willox, Gil Victor, the late Jim Tyler; with brilliant designers, artists and production men like Al Hurlburt, Bob Greenwell, Bill Spierer, George Takayama, Evans Reynolds, Lou Harold, Ed Antonioli; with tireless researchers and statisticians like Bill Bell, Ted Murray, Mary Saxton, Lee Diamond, we produced an amazing stream of mailing pieces, brochures, books, folders, ads, presentations, bulletins. Not all these people were at the Bureau at the same time, of course. (We never have more than eight on the staff.) Some we lost to the armed forces during the war. Some we lost to other organizations which recognized their talents. Among the noteworthy printed jobs, some based on the study and some not, which they turned out were "Attention" (a two-volume collection of the best-read ads in each national and local classification), "Advertising Goes to War," "It's the Local Touch," "They Don't Stop Buying," "Big Business from Small Ads," "The Keys to Everytown," "The Blue Book of Noteworthy Advertising Successes," "City in the Dark," "Advertising Facts," "So, They Don't Read the Ads!," "The Newspaper as an Advertising Medium" and "When D-Day Came." These and other pieces came thick and fast and good. It was fun . . . and I was proud of the gang.

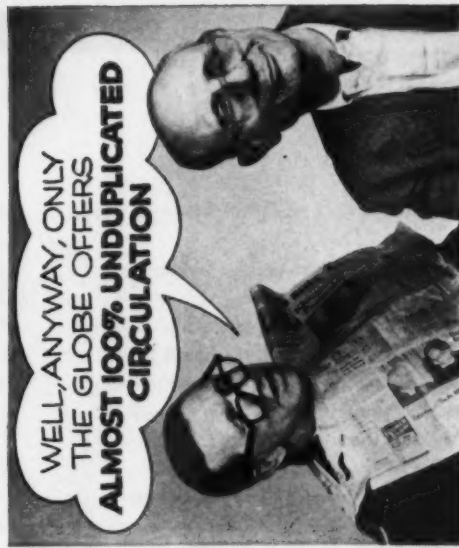
* * *

TODAY BILL THOMSON IS ENJOYING his well-earned retirement at his home in New Canaan, Conn. I imagine he still fishes for salmon whenever he can. He has probably caught more and bigger salmon in more places in the U. S. and Canada than anyone in the publishing and advertising world. Certainly, he has entertained more persons with more and bigger salmon stories than anyone else in the business.

But whether he's fishing, or composing his warm and highly-valued and original Christmas messages, or just doing nothing, he must feel good when he thinks of all he has done for newspapers and for advertising.

Thomson's chief contribution, it seems to me, was that he held the highly volatile, divergent, individualistic, vocal, and sometimes discordant elements in the newspaper world together in a common Bureau of Advertising for so long a period, under one continuing direction and with one continuing objective . . . and building the Bureau

Boston Globe rep calls all-day Globe reader a nut?



Because The Boston Daily Globe and The Boston Evening Globe are practically the same paper, almost nobody reads them both. That means advertisers get less wasted, duplicated circulation. And that's

not all. The Globe also gives you more home delivery and a much bigger Sunday circulation. It has more classified, more color linage than any paper in Boston. You get more of everything — especially readers.

A Million Market Newspaper
NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

The Boston Globe gives you more of everything... especially readers

(which he helped launch) to a position of great stature and prestige.

Managing an association is no cinch. Managing it for 35 years is a herculean accomplishment. In such a long span and with such a large, heterogenous, and explosive membership, it was inevitable that there should have been "get-Thomson-out" movements. (One of these planned to purge the Bureau by changing its name as well as its personnel.) Bill knew of these movements, met them head-on, proved his value to one and all, and kept on going. He had the complete confidence and loyalty of the Committee in Charge which knew, at first hand, how much he gave of himself to the job.

Heading trade associations seems to call for long tenure of office. Look at the late Paul West of the ANA. Look at Fred Gamble of the AAAA, and his predecessor, John Benson. Look at Cranston Williams of the ANPA, and his predecessor, Lincoln Palmer. Look at Frank Braucher and Moon Mullins of MAB (Magazine Advertising Bureau).

When Thomson took over the newly-formed Bureau in 1913, the budget was \$25,000 and the membership consisted of 378 newspapers. As late as 1935, its budget was less than \$125,000. Then, as a result of the "United Front" movement, sparked by Frank Tripp and the NAEA, the membership was boosted to 550 newspapers and the income raised to about \$400,000.

When Bill left the Bureau in 1948, the membership was 953 and the income from dues was \$1,060,000 . . . and the Bureau had become the envy of its counterparts and imitators in the magazine, radio, and television fields.

Today, the Bureau boasts of 1,025 paying members and a budget of \$2,232,000.

* * *

I DON'T KNOW HOW Bill Thomson stood it for so long. In addition to all his membership problems, and his committee problems and the problems of satisfying publishers, national advertising managers, local advertising managers, classified advertising managers and newspaper representatives . . . in addition to all this, he had to cope with a Bureau staff that was made up of a bunch of prima donnas. And I was probably the most troublesome one of the bunch.

His salmon fishing helped him, of course. He kept himself in good physical shape and in good mental condition. He never went to the Union League Club for lunch without weighing himself on the machine in the men's room.

He kept his hair cut short so that he always looked young and trim, and nobody knew how old he was (he never told). He budgeted his time carefully and made every hour count. He was the first man I knew who had a barber come to his office regularly to give him a shave and a haircut. (I remember how startled I was the first time I got muffled instructions from him in his office while his tipped-back face was under the barber's hot towel.)

Much of Bill's exciting Bureau life he has described in his valuable and very readable book, "High Adventure in Advertising," which he published in 1952, four years after he retired.

Thomson was followed by a succession of directors at the Bureau. In the 12 years that have elapsed since he ended his 35-year directorship, the Bureau has had four directors (Al Stanford, Rusty Barnes, Bob Moore, and Charles Lipscomb who has headed the organization since 1957 and whose title has been changed to president).

For the Bureau's sake and for newspapers' sake, I hope Mr. Lipscomb will go on and on and on, in the best tradition of association directors and presidents. But no matter who comes and goes, or how long he stays, the Bureau will always be, it seems to me, a monument to a guy named Bill Thomson.

* * *

OF COURSE, THOMSON WAS RIGHT when he cited the Continuing Study to show that an ad is like a kiss. Of course, it's true that all a medium can do is to give the advertiser the opportunity to arrest the attention (and influence the buying) of the men and women whom the medium has attracted to itself. The study showed that the opportunity offered by newspapers is big . . . and that the rest is up to the advertiser. It showed that some advertisers make good use of this opportunity and get high reading for well-planned, well-executed ads. It did not, (to the early consternation of some newspaper men) show that all newspaper ads, including bum ones, are read by everybody.

What surprises me most is that it took a major research project like this to drive home the importance of creativity and imagination in advertising. The most significant thing that came out of the Continuing Study of Newspaper Reading, it seems to me, is evidence of the fact that a good copy writer, designer, artist, idea man, dreamer is worth his weight in gold. For these people the study offered encouragement and hope and a challenge.

For, indeed, what you get out of an ad depends on what you put into it. Like unto a kiss, (as Bill Thomson said).

This concludes Mr. Bennenyan's series of 12 "Adventures in Promotion."—The Editor



“WHO’s losing whose marbles? Why did we put so much of the metro market budget in the New York News? It’s simple arithmetic, that even you ought to be able to understand, Howie. The News has the lion’s share of buying power in the market—510,000 readers in over-\$10,000 families—which is 170,000 more than the sheet you’re so sold on. And 3,310,000 readers in over-\$5,000 families. You have to buy three other papers to match it!”

Program Setting— The Key to Buying the Right Stations



Campbell-Mithun insists on more than ratings when it buys for Northwest Airlines

Eight criteria used in evaluating compatibility of station with client's service

Audience composition is an important qualitative consideration

By Ben Leighton

RATINGS help, but other values influence us at Campbell-Mithun when we buy radio. We try to go beyond them in a specific and detailed fashion, dealing with measurable factors related to definite advertising objectives. We do this because we are quite convinced that radio stations offer various program settings which can be compatible with particular products and services. In other words, we try to match the stations with the profile of our product or service.

We want to know:

1. Does the station use carefully selected music, presented in a balanced manner? Or is the music selected at random, or only a certain type?

2. Is news presented thoughtfully and authoritatively, with careful regard for facts? Or is the emphasis only on news headlines and production devices which confuse the importance of the news?

4. Does the station have well-planned entertainment? Or does it have

frequent promotion spots on behalf of station features?

5. Are there announcers with presence and authority in their voices? Or do announcers punch or shout artificially and continuously?

In our opinion, factors contributing to mature and thoughtful programming are also inherent in the number of people a radio station employs, and in the traffic and production procedures which require care and attention to details.

Agency-assembled Data

Research shows us much about numbers of listeners, very little about the kind of listeners who are loyal to a given station, or why they are loyal. However, at Campbell-Mithun we have assembled a reliable amount of information on audience composition and listening habits; and particularly on specific kinds of people, how and when they listen and what are their attitudes toward radio.

This has led us to the conclusion that the quality of radio programming determines the quality of the

listeners. Let's put it another way: The profile of a radio station should be compatible with the profile of the product.

For instance, the following products and services obviously have different markets: trading stamps, exclusive restaurants, savings and loan associations, banks, hot cereals, imported foods, airlines, railroads, perfumes, record shops, department stores, used car dealers, high class specialty stores, supermarkets. All of these may not be good for any one station. It depends on the station, its profile, its relationship to the product.

If a time buyer is trying to pinpoint a particular segment of a market, you can be sure that he will be as selective as possible. With a three-station budget in a six-station market, you know that he'll select the three which provide him with the most compatible profiles.

Station Profiles

Most markets have a remarkable variety of personalities among their
(Continued on page 78)

Benjamin Leighton is time buyer for Campbell-Mithun, Inc., Minneapolis.

Here's why our switchboard lights up like a Christmas tree



It happens every Friday in Chicago. Housewives by the hundreds dial the Tribune about some item they saw in The Weekly Illustrated Food Guide.

We've come to expect this telephonic tidal wave, for housewives regard the Food Guide as something pretty special. They enjoy its many illustrated articles, its lavish use of big pictures, its airy, modern page layouts. Besides, it regularly carries from 80% to 140% more food news and features than other Chicago food sections.

Fifty-two weeks of the year, the Food Guide is Chicago's most inviting showcase for your adver-

THE WEEKLY ILLUSTRATED Food guide

Best current values and products in Chicago area stores
Chicago Daily Tribune
FRIDAY, OCTOBER 28, 1954
FOUR PAGES

MARY MEARS' MINDS
ADD TO MEAL PLANNING
SEE PAGE 5

CRAB MEAT ASPIC: PREPARED BY FAVORITE BUTYRN
SEE PAGE 10

Expert Comes to Aid of Potluck Planners

THE WEEKLY ILLUSTRATED FOOD GUIDE

Expert comes to aid of potluck planners. The Food Guide is a great help to those who are planning a potluck dinner. It gives you a list of recipes and ingredients that you can use to make a great meal. The Food Guide is a great help to those who are planning a potluck dinner. It gives you a list of recipes and ingredients that you can use to make a great meal.



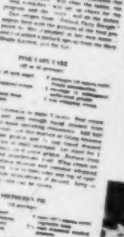
BY THE EDITOR

The Food Guide is a great help to those who are planning a potluck dinner. It gives you a list of recipes and ingredients that you can use to make a great meal. The Food Guide is a great help to those who are planning a potluck dinner. It gives you a list of recipes and ingredients that you can use to make a great meal.



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CARAMEL COATED APPLES FOR HALLOWEEN TREATS




tising. Chicago's leading chains and independents use it regularly. In the October 28 issue pictured above, 35 different advertisers are represented—with everything from a one-inch ad to a full page in color.


Again this Friday, 700,000 housewives in Chicago and suburbs will be reading their favorite food medium. Their average weekly grocery bill tops the \$17 million mark. Isn't this the audience you should be reaching regularly in the nation's second-largest market? Call a Tribune representative for the full story about the Food Guide.

MORE READERS...MORE ADVERTISING...MORE RESULTS

The Tribune Gets 'Em in Chicago!



From sign on to sign off during the past 11 months the programs that came before our cameras attracted the biggest audiences in a



The Long View

st television . . . as they have consistently done
ou over the past five years . . . and as they show
n a very promise of doing throughout this season.

(Continued from page 74)

radio stations, all competing for listener loyalty. Individual stations tend to develop their own formulas for winning that loyalty.

... Each station is like an individual.

... Each station management has a different philosophy of operation.

... Each station employs different announcers and entertainers.

... Each station exploits its own programing in a different way.

This is not to say that for a product with maximum distribution a buyer won't consider numbers. But he can't ignore programing! Northwest Airlines provides us with a good example.

In a study made for Northwest Airlines, we gathered certain factual material. Where stations provided us with program data (section 4, FCC form 303), we accepted their versions. Where stations failed to do this, we made our own analysis.

Since we were concerned only with major program categories, we dealt with entertainment (which includes music), news, sports, and general talk features (weather, community calendars, etc.). The average for the stations in major cities served by Northwest was as follows:

Entertainment	76 per cent
News	12 per cent
Sports	5 per cent
Talk & Other	7 per cent

Although this breakdown is not a qualitative indication of programing in itself, when an individual station breakdown is compared to these figures, we can determine if the station's programing balance is typical.

Good Radio Criteria

After examining each station's programing further, we concluded that the following are characteristic of good radio:

1. When 25 per cent or more of a station's time is devoted to news, sports, and informational features.

2. When a station broadcasts a broad range of entertainment as contrasted with broadcasting within a limited choice of music and personalities. (Certain exceptions, such as stations specializing in cultural entertainment must be noted with favor.)

3. When a station achieves a high standard of programing by employing

the necessary number of people needed to maintain high traffic control standards and smooth, minimum-error execution of programing and production.

4. When a station does not habitually utilize production techniques, special sound effects, promotion of its features or call letters, or stress certain themes excessively or only for the obvious purpose of repetition.

Undesirable Radio

Applying a reverse approach, we also came up with the characteristics which indicate the least desirable type of station (at least to us!)

1. Generally, less than 20 per cent of the station's time is devoted to news and information. Also, this news and information is presented in frantic fashion without regard to the relative importance of various news stories and facts.

2. The selection of entertainment is limited—usually by a rigid formula—to certain popular tunes or a certain restricted type of music, or constantly repeated types of music.

3. The station excessively and repeatedly promotes its own features or call letters, with certain distinctive sounds. There is no sense of taste or discernment, only constant emphasis.

4. The constant use of gimmick-type sounds and features creates production situations calling for quick changes in recordings, frequent switching of amplifiers, changes in microphone characteristics, changes of voice. These situations, or combinations of them, used often, prevent normal rehearsal. Lack of rehearsal causes errors, and these register on the air as poor balance between recordings and voice, muffled or distorted sounds, over-modulated sounds, or as mix-ups in script or special effects.

The Connecting Factor

We believe there is a strong connecting factor between programing practices and audience. Therefore, we are also interested in the preferences for entertainment, news, and music as recorded in the most recent studies available. Taking all of this information together, we found that we could get a usable picture of the character and preferences of radio listeners.

How should radio stations be compared in light of these preferences?

In my opinion, it would depend on the sales and advertising objectives. Some products and services are advertised in *Time*, *Fortune*, or the *Wall Street Journal*. Other kinds are advertised in *Pageant*, *Movie Mirror*, *Cosmopolitan*; still others in the *Saturday Evening Post* or *Life*.

Each publication attracts a certain segment of the population, each generally defined by socio-economic group and age level. The same holds for broadcast.

I submit that radio stations are dividing the audience the same way.

They are striving to reach as many varied groups as possible. And their programing begets audiences which are predominantly one type of group or another.

If the station has dominance in its market, we can assume that it has a sense of balance, taste, and showmanship as opposed to a repetitious-sound factory without taste or personality.

Thus far, I have illustrated what I believe is a significant, though rather loose connection at this time—between programing and audience composition.

At Campbell-Mithun, we hope that more studies will be made soon to tell us in detail about many things; composition of audience by men, women, and children; family education, economic level, buying habits, seasonal activities, aspirations—and especially about attitudes toward radio and the advertising it carries.

Radio is everywhere. People listen everywhere, and at all times. Usually, or even particularly, this is when they are engaged in other activities.

It seems quite clear that professional and upper-income groups listen to news as much or more than they listen to music. Naturally, there are more people who are not in the upper-income or top educational groups, and who have greater spending power en masse. But a time buyer must determine from programing where he will pinpoint his market.

I, for one, believe in showmanship by management and performers alike. I believe that taste which attributes proper values to all subject matter is still important in the operation of a radio station. Among all groups the image of radio is that it is exciting, timely, friendly, and local. I am convinced that the program setting is a strong influence in determining the placement of radio advertising.

What's happening to Detroit Times Circulation?

FP Aids Displaced Workers

Order Place Three
to Old Paper
The Detroit Free Press Monday night
and Sunday morning
are being delivered
to the homes of
newspaper carriers
in the Detroit area.
The Free Press is
doing this to help
the carriers who
are losing their
work because of
the closing of the
Detroit Times.

Times Quits Publication

Nov. 7, 1960

A Newspaper Passes, An Obligation Grows

No one, at the present time, knows the precise circulation of either Detroit paper. But records of similar happenings in other markets indicate that 30% of the circulation of the paper that ceased publication is promptly lost and the balance is "up for grabs".

The Free Press is grabbing plenty!

On the basis of what's been happening in Detroit here's the picture:

	Free Press	NEWS
Former Daily Circulation	500,220*	480,673**
Estimated Total Daily Circulation Today	600,000+	600,000+

... and the Free Press is out to grab more former Times readers with ...

3000 former Times carriers, 19 of 20 circulation supervisors, 80 of 89 station managers!

and hold them with ...

A big new family edition, bright new feature page, more comics, more special features, more "by-line" writers for general news, women's pages and sports coverage.

And Jack Manning, too! Former Times Editor Jack Manning has joined the Free Press.

"The Free Press in recent years has attracted national attention as Detroit's and Michigan's fastest growing daily newspaper. The Free Press dedicates itself anew to the goals and standards that have made this possible."

Lee Nick

Executive Editor

NOW, MORE THAN EVER, TO SELL DETROIT AND MICHIGAN YOU NEED

*ABC Publishers' Interim Statement for 3 months ending June 30, 1960.

**ABC Publishers' Statement for 6 months ending March 31, 1960.

The Detroit Free Press

National Representatives: Story, Brooks and Finley

Buying Practices Criticized

By AAAA Media Planner Panel



MEDIA PLANNERS Paul Gerhold, Leonard Matthews, and Maxwell Ule listen as Dr. E. L. Deckinger expounds his ideas.

THE MEDIA-BUYING session of the Eastern Annual Conference of the American Association of Advertising Agencies, held recently in New York, had as its official theme, "How to Put Media Research Into Proper Perspective in Media Planning." This theme, however, was not immediately apparent from the addresses of the panel members, who spent the afternoon in a determined effort to shake the media-buying fraternity out of a variety of allegedly accustomed habits of thought.

Deckinger on Continuity

Dr. E. L. Deckinger, vice president and media director of Grey Advertising Agency, led off the meeting by raising (but not solving) some serious problems in media tactics and the interpretation of research. For example, he said, "we've all been raised to believe in continuity in a medium, but how well does continuity work?" Dr. Deckinger produced research figures that demonstrated that one insertion each in *Look*, *Saturday Evening Post*, and *Ladies' Home Journal* produced exactly the same reach and

frequency as four consecutive insertions in *Life*. "Where does this leave our theory of consistency?"

Dr. Deckinger posed the question as to whether a consistent, low level of advertising or "swinging a few haymakers" is preferable, despite the evidence of media analysis. In short, he said, flexibility in dealing with specific marketing situations is possibly preferable to any amount of "pseudoscientific rationalization."

Gerhold's Seven Fallacies

To Dr. Deckinger's problems, Paul E. J. Gerhold, Foote, Cone & Belding's national director of media and research, added a list of seven "fallacies" in media audience measurement. Here are the seven basic assumptions made about audience measurements, and Mr. Gerhold's interpretation of what they actually mean:

The function of media is to get advertising exposed to people. Getting people to notice the advertising after exposure is the job of the creative people. Translation: People's perception of advertising has nothing to do with whether they hear it or watch it or read it, or with where they are or what they are doing when exposure occurs.

For most products, the best medium is the one that gives the advertising the widest possible chance of exposure. Translation: The way advertising contacts people, and the timing, duration, frequency, and continuity of contact are relatively unimportant.

As the audience of a medium increases, more people will be exposed to, and affected by, the advertising. Translation: The medium that produces the most exposures automatically creates the most communication and the highest response.

It is important to know what the full potential of each medium can be. Translation: It is more important to know the possible exposures to advertising than it is to know the actual exposures.

The only really serious problems are the lack of comparable measurements for certain publications, and the absence of net unduplicated audience figures for print and broadcast media. Translation: All the shortcomings of audience data will disappear if we get them for all media and apply them indiscriminately.

Whatever the limitations of media audience data, they use techniques that have stood the test of time. Translation: Audience figures are generally accepted in the business. We're on safe grounds as long as we stay with them. It's when we start to think that we get into trouble.

Audience data may not be the ultimate, but considering research techniques, and costs, the chance of developing workable measurements beyond audience is small. Translation: We haven't been able to develop good measures of how people perceive and respond to advertising in different media. This proves that it can't be done; if it could we wouldn't be willing to pay for it.

(Continued on page 82)



HOW TO INFLUENCE CUSTOMERS BY THE MILLIONS

Exert a powerful influence on present and potential customers by the millions with the help of a strong advertising campaign in New York, Chicago and Philadelphia through the use of the 3 top markets' dominant sales producer — **FIRST 3 MARKETS GROUP**.

In these most profitable markets, which account for 19% of total U. S.

Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. As the outstanding advertising medium in the 3 pivotal markets, *there is no substitute for FIRST 3 MARKETS'* solid 55% COVERAGE of all families.

In addition, busy cash registers in

the six states adjacent to the 3 markets ring up 29¢ out of every U. S. Retail Sales \$1.00. **FIRST 3 MARKETS GROUP** concentrates the bulk of over 5½ million circulation within these six states to deliver 40% COVERAGE of all families.

To make your advertising sell *more where more is sold*... it's **FIRST 3 FIRST!**

THE GROUP WITH THE SUNDAY PUNCH



ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 11, N.Y., News Building, 220 East 42nd Street, Wilsey Hill 7-4864 • CHICAGO 11, Ill., Tribune Tower, Superior 7-8943 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, Garfield 1-7946 • LOS ANGELES 5, Calif., 3400 Wilshire Boulevard, DUnkirk 5-3557

Bella/scupo, December 1960

(Continued from page 80)

G. Maxwell Ule, senior vice president of Kenyon & Eckhardt, who followed Mr. Gerhold, in a sense took up where Dr. Deckinger left off. In a graphic presentation, he showed how media measurements may be manipulated either to becloud or illuminate a marketing problem. "Numbers," he said, "are only a discipline. How we use them separates the creative media thinkers from the hacks." Mr. Ule outlined Kenyon & Eckhardt's well-known concept of "conscious exposures" (see *MEDIA/SCOPE*, May 1960, p. 45), a technique for adjusting media audiences and costs in accordance with specific marketing goals and needs of specific products, and with realistic appraisals of the delivery value of media in varying situations.

Mr. Ule also stressed the importance of depth analysis of audience data (e.g., accumulated magazine audience from the point of view of frequency distribution), as opposed to dependence on superficial averages or norms. In Mr. Ule's opinion, the hard, detailed work involved in these analytical techniques marks the difference between "disciplined judgment" and what is popularly labelled "judgment," which in Mr. Ule's estimation, is nothing more than opinion or hunch.

Matthews on Judgment

The session was closed by Leonard S. Matthews, vice president for marketing services of Leo Burnett Company. Mr. Matthews addressed himself to the role of judgment in media planning. Judgment, said Mr. Matthews, "is the homogenizing agent that makes the difference between a creative media plan and a stereotyped media plan." In part, this requires that the media planner be willing to ignore (on occasion) considerations of pure cost efficiency in achieving media goals. "This doesn't mean change for the sake of change, but rather constantly searching for better, fresher approaches to the problem. Not merely building an annual media plan which we forget about until the next fiscal year, but a continuing evaluation of the plan's performance against its objectives." ■

Agency Compensation and Media Buying

PERHAPS THE ONE NOTE of real excitement at the recent annual meeting of the Association of National Advertisers at Hot Springs (Va.) was contributed by an agency man, David Ogilvy of Ogilvy, Benson & Mather, and one of his clients, Cyril F. Martineau, manager of the advertising department of Shell Oil Company.

In a joint presentation, Messrs. Ogilvy and Martineau revealed an arrangement for agency compensation that was billed by Roger Bolin, ANA's new chairman, as "a unique phenomenon." If it is not exactly that, the presentation is at least the first public acknowledgement by an important advertiser and a major agency of a compensation system based entirely upon fees, and not at all on the traditional 15 per cent commission.

The agreement between Shell and OBM is simply this:

For the first year, at least, Shell has undertaken to pay OBM on a cost-plus basis, computed from the agency's estimates of the cost of servicing the account (including salaries and indirect administrative expenses) plus a markup of 25 per cent. Translated into common terms, this would net the agency about 2 per cent of gross billings, or within the usual profit range. Commissions from media would presumably be credited against this fee. Mr. Ogilvy stated that the fee is somewhat larger than 15 per cent of billings, as a matter of fact.

Both Mr. Martineau and Mr. Ogilvy believe that their arrangement will free the agency from the temptation to increase the company's expenditures in commissionable media regardless of strategic marketing needs. "We think it unfair and unrealistic to expect any agency to be absolutely impartial when its vested interest lies wholly in the direction of increasing the client's commissionable advertising," said Mr. Martineau.

Impartial Advice

For his part, Mr. Ogilvy agrees. "We can now give truly impartial advice on the allocation of marketing expenditures between advertising and

deals. We have tried to do this in the past, but I'm not sure that our self-interest has always been under control at the subconscious level. I know people who still cling to the view that agencies ought to show a bias in favor of commissionable advertising. I dissent from this position."

Neither the point of view nor the arrangement designed to implement it are especially new. Several ANA members, especially those managing large industrial budgets, claim that some such fee agreement has been in operation for some years. It is also well known that there are agencies that prefer fee compensation and have had considerable success in negotiating it. These include both the smallest agencies, and some of the largest. The consensus at the meeting, however, is that the Shell-OBM presentation might help hasten a trend toward fee compensation, and provide a blueprint for it.

Effect on Media Buying

Two questions remain. First, how will this system affect media-buying? Undoubtedly, it would blunt the accusation that agencies stimulate the use of media which return the highest profit to themselves. Mr. Ogilvy himself admits that there might be some additional flow into business publications with relatively low page rates. He has no great hopes, however, that the quality, as opposed to the quantity, of business paper advertising will improve. In his opinion, the most talented writers and artists are simply not interested in trade advertising.

The second question is the effect of widespread fee compensation on media. On this there was little agreement at the meeting. But many members commented that media might not object if the total compensation totalled more than the 15 per cent commission, but that they might object if the compensation averaged, say, 12 per cent. In general, one can only say that Ogilvy, and agencies like it, must cross this bridge when they come to it. ■

"ACCORDING TO THE IRON AGE..."

IRON AGE

a chilton publication

In the nine months of last year's steel strike the Iron Age was quoted some 9149 times in the nation's press.* And it didn't surprise anyone. For when the media we all depend on need metalworking information, they depend on the Iron Age. A wonderful tribute to editorial authority, it also speaks well for the kind of service Iron Age provides its own readers. And editorial service to readers is the best service a magazine can render advertisers.

*Clippings only. Actual mentions estimated to be in excess of 35,000.

Steel Production Industry, Workers Flow of Steel

NEW YORK (AP) — Supply of steel won't begin to flow free again until at least a month after the struck steel mills reopen, Iron Age magazine said today. The mills will face "production problems that are without precedent" when the steelworkers return, the national metalworking weekly reported.

NEW YORK (AP) — The steel industry will build up an inventory of only about seven million tons in 1960, the magazine Iron Age predicted today. The forecast said the steel outlook has many certainties in addition to the question of whether there will be another strike. For example, Iron Age said, even if a new strike is avoided, estimates of how much steel can be produced in the first half of the year are quite con-

NEW YORK (AP) — The San Francisco pointed transit for the Alameda Transit District announced today.

Stockpile

New York, sense industry hard to get a they can dur-

Expect

On Friday David... of the steel work... his members to... the companies' last... what it was... day he published... for settle... unions will... after an id... union with... minimum wor... that industr... Christmas se... be wonderfu... could b... would be... got togeth...

Flow of Steel

NEW YORK (AP) — The boom figures were balanced deliveries, not shipments. The U.S. Steel industry, working in-... U.S. Steel... specialties was dar... At Least Four... Iron Age the na... working weekly, est... be at least four w... significant tonnage... the mills. The number of... loughed by the steel... medicine industry alive...

Tops Prediction

But Magazine C... Major Relief Will... Come for Weeks

NEW YORK (AP) — Re steel mills are turning ou... ments of finished steel fast... expected, Iron Age magazi...

Demand Runs High

Auto Industry Most of Steel

Availability of steel for many steel users in early 1960 depends on whether automakers can reach their ambitious production goals. The Iron Age reported.

The national metalworking weekly says that the auto industry will...

NEW YORK (AP) — Stepped up "secret" meetings between the steel union and management may produce a voluntary three-year contract with slightly sweeter terms than the so-called final offer of industry, Iron Age Magazine said today. But the metalworking publication said that these recent meetings have not brought the two sides "close enough to cause a surge of optimism."

NEW YORK (A... during... production... Hartley... more... for most... Iron Age... metalwork... will be able... steel for... none will be... e... magazine... "Layoffs and cut"

Steel Shortage

NEW YORK (AP) — problem facing steel users start of 1960 will be building stocks of steel, the magazine Iron Age

Only record production... ments of finished steel with the metalworking industry production schedules, the magazine said.

Estimated shipments of... lion tons of finished steel year will mean an inventory up of only about seven tons, it said.

Iron Age called this week... neurs by the steel industry, the steelworkers union... "dressing" in preparation... "last offer" election. It... scheures. This is because in... tories and pipelines were so... pleted that stocks must be pu... balance before full-scale op... tions are scheduled. Many consumers are findin...

Only Emergency Steel Supply Seen in 80 Days

NEW YORK (AP) — Steel shipments during the 80-day production period of the Taft-Hartley injunction will yield little more than emergency supplies for most consumers, Iron Age Magazine said today.

In Steel

NEW YORK, Dec. 10 (UPI) — Iron Age magazine, under the heading "Whose Face Needs Saving," says:

"There is a lot of face saving due in the steel hassle. The Orient isn't the only place this seems to be needed. Just how it will be done in steel remains a mystery.

"How is the lineup

ing weekly said consumers will enough steel for and none will be inventories. The

ready has gi

ond, even it by the Supr d for 80 day

Third, it is clear from a few statistics impact of the steel strike is on the national

misnamed "cooling off" period. And what p... of steel would be achieved meanwhile would the estimate of Iron Age be sufficient to "complete chaos" in the steel market.

Third, it is clear from a few statistics impact of the steel strike is on the national

Injunction

NEW YORK (A... during... production... Hartley... more... for most... Iron Age... metalwork... will be able... steel for... none will be... e... magazine... "Layoffs and cut"

Mills De

NEW YORK (UPI... mills are ship... is... expected tim... for steel customers... "some weeks off", e... magazine... "Layoffs and cut"

For industrial prod... not expected to be

Ad Council Adds McElroy To Distinguished Group

Each year since 1954, the Advertising Council has presented an award to an American businessman who, in the words of the citation, "has contributed notably in public service to the welfare of his country and his fellow citizens." The Public Service award has gone, successively, to Charles E. Wilson of General Electric; Clarence Francis of General Foods; Paul G. Hoffman, formerly of Studebaker-

Packard; Sidney J. Weinberg of Goldman, Sachs & Company; George M. Humphrey of M. A. Hanna and the U. S. Treasury; and Roy Larsen of Time, Inc.

The 1960 award went to Neil McElroy, who wound up two years as Secretary of Defense in December 1959 to resume his career at Procter & Gamble as chairman of the board. Mr. McElroy received the award in

recognition of his contributions in his difficult and responsible Cabinet post, and as chairman of the White House Conference on Education in 1954-55, as well as for his national leadership in Red Cross and Community Fund drives.

Procter & Gamble has always encouraged its executives to be civic-

Now you can know the truth . . .

WHAT 400 P.A.'S SAY ABOUT THEIR OWN READING HABITS



Yours on request . . . the person-to-person report from the purchasing agents who buy for industry. These are the men whose readership directs your media selection.

Revealed are the spontaneous reactions to unexpected questions fired point-blank during face-to-face interviews in a busy, crowded room. No sparring or maneuvering time. Just straight, fast answers. Outlined concisely for quick analysis. This report speaks volumes in 10-minutes' reading time. Leaves no doubts as to conclusion. Send for "Survey of P. A. Reading Habits" now . . . yours on request.



Investigate Our Central Billing System

One order, one invoice for any combination of member publications. Plates duplicated and distributed. Write for details.



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Tampa, Florida
Heart of America Purchaser
Kansas City 2, Missouri
Hoosier Purchaser
Indianapolis 7, Indiana
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Tulsa 3, Oklahoma
The Midwest Purchasing
Agent
Cleveland 15, Ohio
New England Purchaser
Boston 10, Massachusetts
New York Purchasing Review
New York 3, New York
North Central Purchaser
St. Paul 14, Minn.
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Portland 4, Oregon
Pacific Purchaser
San Francisco 5, California
Philadelphia Purchaser
Philadelphia 2, Penna.
Purchaser
Syracuse 2, New York
Southwestern Purchaser
Dallas 1, Texas
Southwestern Purchasing
Agent
Los Angeles 14, California
Washington Purchasing
Agent & Manufacturer
Seattle 99, Washington



P&G's McElroy: An awesome record of public service and business achievement.

minded, but Mr. McElroy seems to have gone farther than most. To his credit are an awesome list of activities in Cincinnati (P&G's headquarters), as well as membership on the Board of Overseers of Harvard University (he is Harvard '25), and the post of vice chairman of the 1960 United Negro College Fund. Mr. McElroy is a trustee of the National Industrial Conference Board, trustee of the National Fund for Medical Education, chairman of the Visiting Committee of the Harvard Graduate School of Education. He is also a member of the Committee for Corporate Support of American Universities, the Council for International Progress in Management, the Business Advisory Council of the U. S. Department of Commerce, and a trustee of the National Safety Council.

Mr. McElroy's whole business career has been spent with P&G. After graduation from Harvard College, he entered the company's advertising department. He became manager of the promotion department in 1929, and manager of advertising and promotion in 1940. In 1943, he was elected a director of the company, and vice president in charge of advertising and promotion. He became general manager of P&G in 1946, and president in 1948. He held that post until his appointment as Defense Secretary in 1957.



1/4

OF ALL TEXAS FOOD DOLLARS ARE SPENT IN THE FORT WORTH MARKET

FORT WORTH MARKET RETAIL BUSINESS

TOTAL RETAIL SALES	25.3%
Food	24.2%
General Merchandise	24.9%
Apparel	20.9%
Furniture, Households	23.6%
Auto Sales	26.8%
Gas Station Sales	27.2%
Drug Sales	25.0%

The 641,400 households in the Fort Worth Market spend \$628,291,000 on food purchases . . . 24.2% of all the Food Dollars in Texas! And one medium, the Fort Worth Star-Telegram, covers this 100-county market best - - 38.2% family coverage daily. (86.7% daily family coverage in Metro Fort Worth proper.)

SOURCES: Sales Management, ABC Publisher's Statement, 3/31/60.

FORT WORTH STAR-TELEGRAM

Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph G. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"



Which TV Time Spots Will Reach the "Right" Viewers?

Opinions of viewers of the shows before and after available time spots should be a key factor in buying, says TV-Q.

A NEW WAY OF gauging buys in spot TV announcements is offered by a special use of the TV-Q scores of Home Testing Institute, Port Washington, N. Y. The measurement in this case is viewers to whom both the show before and the show after the spot announcement is a favorite.

With spot announcements situated between what may be favorite shows to one or another viewer, there may be a large number of persons spinning the dial while the spot announcement is on—either tuning in or tuning out or turning off. By pinpointing audience figures to persons who like both shows, the media buyer may have a more significant index.

The accompanying chart is an example of what the TV-Q method shows. The buyer, in this case, has a choice of buying a spot announcement between GE Theatre and Alfred Hitchcock, or between Hennessey and June Allyson. Which is the better buy? The one that delivers more of an advertiser's prospects, the most

Evaluation of TV Spot Availabilities at Dissimilar Rating Levels

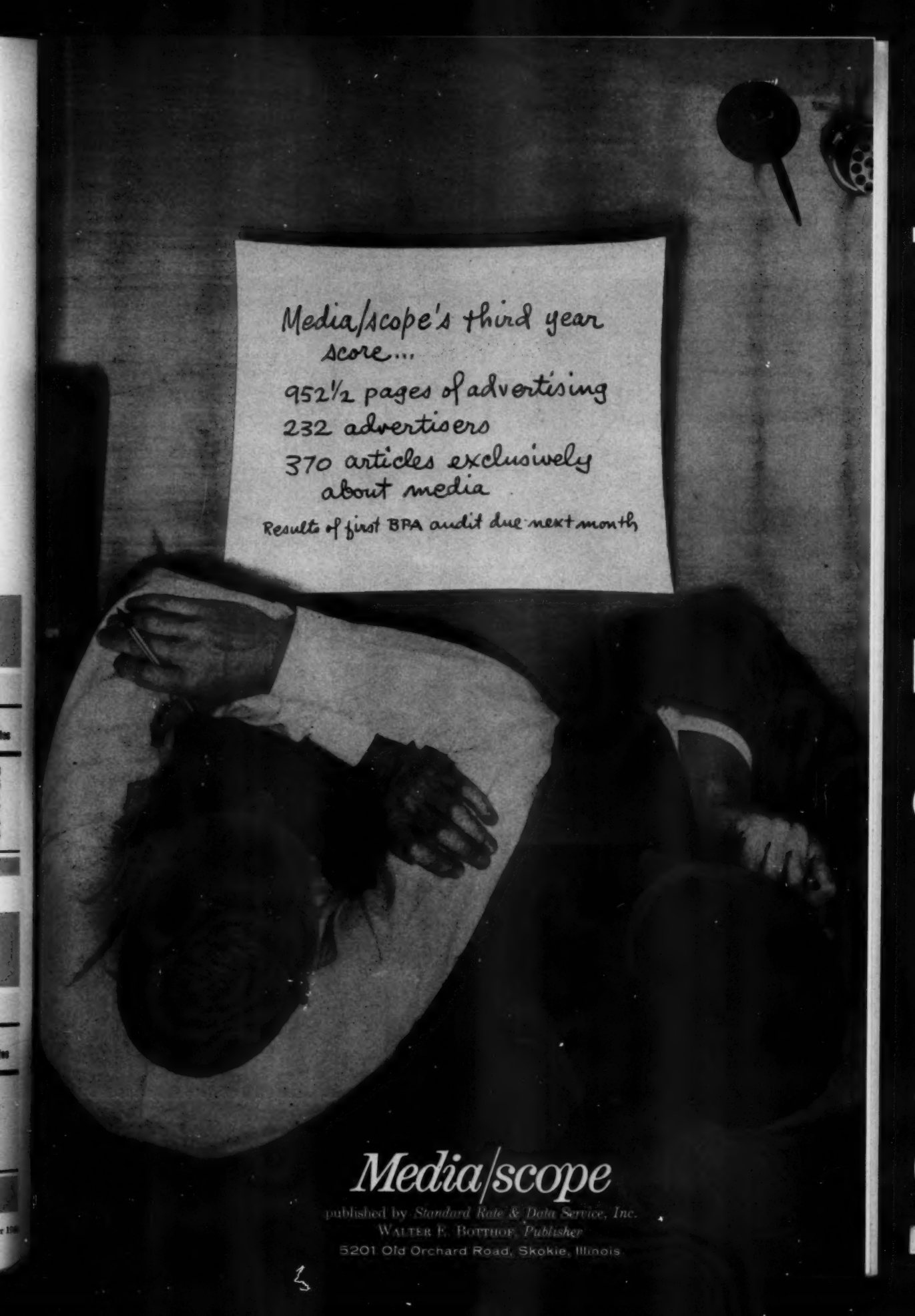
LEAD-IN		SPOT AVAILABILITY				LEAD-OUT		
Case	Program	Aud. Share	No. Favorites	Average Share	Favorites to both	Program	Aud. Share	No. Favorites
I	Dennis the Menace	44	438	45	74	Ed Sullivan	47	318
	Cheyenne	41	679	33	193	Bourbon St. Beat	26	306
II	Alice Goodyear	26	358	27	53	Steve Allen	27	181
	Lawrence Welk	33	615	27	134	Jubilee U.S.A.	21	267
III	P. Come	36	477	37	115	This Is Your Life	38	374
	D. Reed	34	477	39	384	Real McCoys	44	894

Evaluation of TV Spot Availabilities at Similar Rating Levels

LEAD-IN		SPOT AVAILABILITY				LEAD-OUT		
Case	Program	Aud. Share	No. Favorites	Average Share	Favorites to both	Program	Aud. Share	No. Favorites
I	Loaves of Dobie Gillis	33	334	32	102	Tightrope	31	330
	Adv. of Ozzie & Harriet	31	577	33	180	Hawaiian Eye	34	416
II	GE Theater	37	404	38	296	Alfred Hitchcock	39	398
	Hennessey	39	382	41	93	June Allyson	43	213
III	Ford Show	41	726	40	286	You Bet Your Life	40	485
	You Bet Your Life	48	485	39	52	Lawless Years	38	144

Source: TV Q; HTI March 1960

(Continued on page 88)



*Media/scope's third year
score...*

952½ pages of advertising

232 advertisers

*370 articles exclusively
about media*

Results of first BPA audit due next month

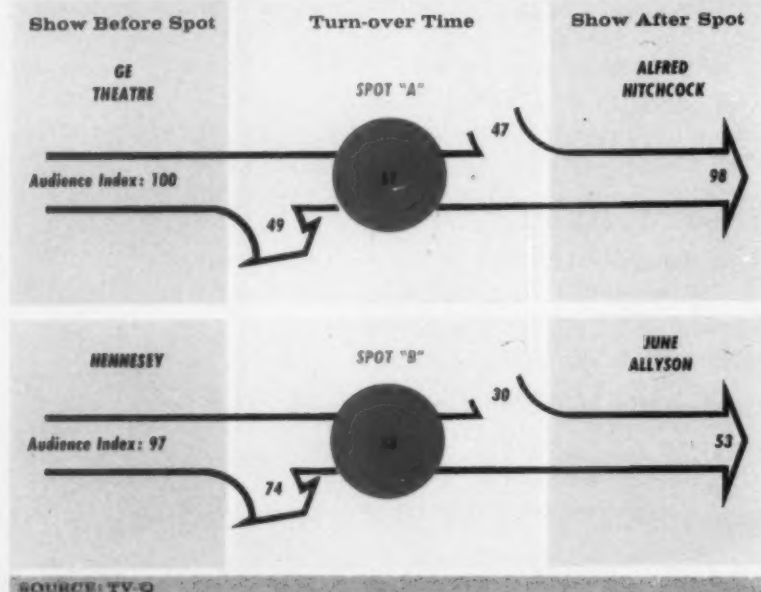
Media/scope

published by *Standard Rate & Data Service, Inc.*

WALTER E. BOTTHOF, *Publisher*

5201 Old Orchard Road, Skokie, Illinois

How Many Watch Both Shows?



(Continued from page 86)

prospects who are fans of both, says TV-Q. This is Spot A, with more than twice as high an index of viewers staying tuned because both shows are favorites.

Favorites of Both Adjoining Shows

As the chart indicates, the shows before Spot A and Spot B have comparable audiences of favorites, but three-fourths of the Hennesey favorites are not June Allyson fans. In contrast, half of the G.E. Theatre fans are also partial to Alfred Hitchcock. Therefore, Spot A is in a more desirable turn-over time than Spot B.

The tables on previous page give actual TV-Q national figures for these shows and for several others. The tables also include Nielsen Television Index figures for audience share. The average share of audience of before-and-after shows is one way of comparing the values of spot announcements between. As the tables show, average share figures for spots may

be quite comparable, but figures for favorites for both can differ widely. Sponsors almost invariably use TV-Q measurements to supplement share-of-audience or sets-in-use data. Average share figures indicate that Spot A between GE Theatre and Alfred Hitchcock is not quite so good as Spot B between Hennesey and June Allyson; but Spot A has more than twice as many favorites of shows both before and after it.

1,000 in Sample

TV-Q data are secured from questionnaires mailed monthly to 1,000 Home Testing Institute families. Individual family members report on which TV shows are favorites, which they consider very good, good, fair, or poor. Reports are issued monthly to the three major networks and to 11 agencies that are among the largest buyers of TV network spot announcement time. The pinpointing of spots situated between shows that have a larger number of viewers in common is derived from these data. ■

OUT-OF-HOME RADIO

Sindlinger's survey of public opinion toward Messrs. Nixon and Kennedy following each of the "great debates" has turned up what may be the nearest thing we have to getting a picture of in-home vs. out-of-home radio listening, with breakdowns for out-of-home (and even in-home and out-of-home TV viewing, if anyone wants it). The research firm, which included the political opinion questions in its continuing study of media use and buying plans, gives these radio results for the second debate on October 7:

	Number Listening	Per Cent Listening
Radio Total	19,669,000	100.0
In-home	10,080,000	51.2
Out-of-home	9,589,000	48.8
In Car	5,368,000	27.3
At Work	2,002,000	10.2
Public Place	2,219,000	11.3

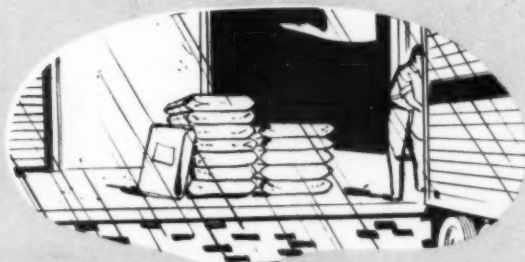
According to these results, out-of-home came within five percentage points of the in-home radio audience on the Friday night of the second debate.

DIRECT MAIL VOLUME ESTIMATE

The effects of higher postal rates that went into operation in January 1959 were reviewed recently by the Direct Mail Advertising Association, and the following conclusions drawn:

1. When first class rates rose from three to four cents, many users of first class mail switched to third class. This swelled volume of third class mail, in spite of reductions in third class for former users of that bracket when the third class rates were also increased.
2. The physical volume of first class mail remained about the same in 1959 as in 1958.
3. The physical volume of third class mail increased about 7 per cent in 1959 (by more than one billion pieces).
4. Estimated direct mail volume for the first six months of 1960, based on the new review, was \$1,031,644,595.
5. This is a 7.3 per cent increase over the estimate of \$960,709,967 for the like period in 1959 (considered a low figure due to inability previously to take postal increases into account).

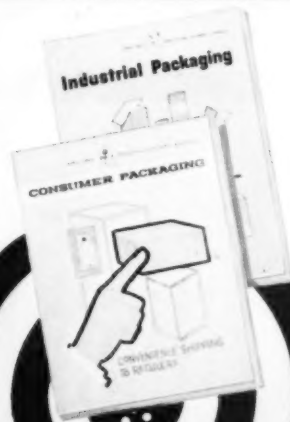
it takes **SPECIALIZED** coverage
to reach and sell today's
2 SEPARATE PACKAGING MARKETS



Packagers of consumer products, merchandising-oriented, are interested in package appeal, shelf action, volume-packaging economy. This specialized market buys 95% to 100% of such products as folding cartons, bottles, cans, tubes, foils, etc.



Packagers of industrial products are protection-minded . . . concerned with product-safety during shipment, storage and distribution. This specialized market buys 95% to 100% of such products as carboys, drums, strapping, textile bags, etc.



CONSUMER PACKAGING Magazine gives you Specialized Coverage of today's \$11 billion consumer packaging market. Its specialized editorial appeal captures top readership. Specialized, too, is its 27,000 circulation . . . thus permitting deeper penetration into these specific industries of greatest potential. Result: you get better coverage . . . at far lower cost per consumer packaging buyer!

INDUSTRIAL PACKAGING Magazine offers Specialized Coverage of the \$5.5 billion industrial packaging field. Here, too, specialized editorial assures intensive reader interest. And its specialized circulation of 20,000 industrial packaging buyers gives you maximum coverage, minimum waste . . . and lowest cost.

Used in combination, CONSUMER PACKAGING and INDUSTRIAL PACKAGING give you Specialized Coverage of both packaging markets. Together, they deliver unduplicated coverage of over 44,000 key buyers (20% more than the nearest "shotgun" publication in the field!) And our new combination rates make CP plus IP a better buy than ever!

FREE: New 16-page data books covering each of these specialized markets are available on request. For your copy of either or both of these booklets, write or phone today.

HAYWOOD PUBLISHING COMPANY

General, editorial, sales and advertising offices:
6 N. Michigan Avenue, Chicago 2, Illinois • CEntral 6-3690

Publishers of the complete packaging group—CONSUMER PACKAGING • INDUSTRIAL PACKAGING • BOXBOARD CONTAINERS

Check these points before buying space in business publications

EDITORIAL

Editorial Policy

- definition or statement of editorial character and objectives
- history of publication: date of first issue; changes in name of publication, if any; in editorial direction; in ownership, etc.
- sponsoring trade association, if any
- editorial staff:
 - number of full-time editors; their qualifications and specialties
 - number of part-time editors, reporters, local and foreign correspondents
 - number of editorial offices and where located
 - trade, technical, and professional associations to which publication belongs;
 - amount of time editors spend on field-trips and reporting
- companion publications by same publisher; industries or fields served

Editorial Format

- general format; editorial handling: use of photos, charts, illustrations; paper stock; binding, etc.

Editorial Content

- average pages per issue last 12 months, last 5 years for advertising
- general editorial approach or "climate" — news, technical, non-technical, etc.
- detailed description of general and special or technical reader interests served
- regular service features, special sections, departments, columns, etc.
- analysis of subject content, by number of articles or total pages devoted to each subject classification in single issue; 6 issues, 12 issues; per cent committed to each subject

per cent contributed articles; not paid for

per cent reprinted from other publications

- special issues in last 12 months

- subscription inducements: premiums, combination offers, renewals, extensions, multiple orders, organized groups
- rate of subscription expirations and renewals
- sources of subscriptions — by mail, publisher's field force, catalogue and other agencies, associations, miscellaneous; per cent in each category
- subscriptions in arrears
- single copy price
- per cent of subscriptions at full subscription price; per cent in quantity sales; per cent association subscriptions; per cent direct reduced price; per cent combination sales; per cent group

Unpaid

- total number of copies to qualified individuals
- total number of copies to qualified firms
- other unpaid circulation of no direct value to advertisers
- sources for names on unpaid list
- policy for placing names on list
- method and interval of re-checking
- if rotational method used, indicate number of names rotated, period of rotation, etc.
- number of names added or dropped from list each year in 10-years' period

Analysis of Circulation

- geographic breakdown — by region, state, county, city size, etc.
- place of delivery — home office, plant
- list verification by audit service retained by publication

Circulation Coverage and Penetration

- degree of horizontal coverage by industrial classification, e.g., per cent of total number of producing units in market that are reached
- penetration — degree of vertical circulation coverage, e.g., depth of circulation by plant name, etc.

- circulation coverage and penetration related to buying influences in market, e.g., per cent of per-

- ilities, geographic shift of customers)
- government (federal, state, local) policies; controls; procurement
- military policies; international developments
- scientific achievements
- changes in levels of business activity
- seasonal fluctuations in demand
- competition — intra-industry, inter-industry, foreign
- changes in consumer buying habits
- improvements in selling, merchandising, and marketing practices
- factors of production: obsolescence and replacement; diversification, production costs, productivity, accessibility of raw materials, etc.

Customer Buying Habits, Practices, and Attitudes

- inventory policies
- service needs
- delivery requirements
- reciprocal-buying policies
- terms of sales
- period of negotiation
- unit-size of purchases
- frequency of purchases
- timing of purchases
- etc.

Factors of Distribution

- channels — distributor, jobber, wholesaler, manufacturer's representative, etc.
- number, geographic location, dollar volume of goods and services distributed in each of above categories

Buying Concentration

- number of individuals in each job title or functional category and the purchasing power they control — total dollar volume for each category of goods and services

- volume of advertising by goods and service classifications, by total pages
- comparisons of advertising

- e) analysis of subject content, by number of articles or total pages devoted to each subject classification in single issues or 12 issues, per cent compared with other publications
- f) special issues in last 12 months
- g) buyer directories, market-data annuals, convention issues, etc.
- h) plans for editorial expansion, re-direction — how editorial concerns itself with changing interests of its readers, the market
- i) evaluation of editorial caliber — research findings (Eastman studies, etc.); judgment of qualified men in field
- j) editorial awards, industry awards
- k) regional editions, other specialized editions
- l) frequency of issue related to characteristics of market and reader needs
- m) charge for editorial cuts?
- n) developments in field or industry pioneered by editorial — research on buying, selling, operating procedure and performance within industry

Readership

- a) editorial content evaluated in terms of reader interest — results of reader polls
- b) how readers rank editorial with that of competing media
- c) research findings on readership, by articles, features, departments (e.g., Starch, ARF, etc.)
- d) readers per copy
- e) clipping and filing back issues
- f) reader action:
 - publicity returns
 - letters to editor
 - reader service reply cards, coupons
 - requests for reprints
 - volume of general inquiries

READER GROUPS

Identify reader audience, classified by job title, job function, by operational level (e.g., major equipment, minor or accessory equipment, operating supplies, fabricating parts and components, processed materials, services), by buying influence (e.g., influence or approve purchases, write specifications, place orders)

- a) units in market that are reached
- b) penetration — degree of vertical circulation coverage, e.g., depth of circulation by plant name, etc.
- c) circulation coverage and penetration related to buying influences in market, e.g., per cent of persons reached, by job title or function, who make or influence purchases
- d) rate of circulation growth compared to market growth

TOTAL MARKET POTENTIAL

Market(s) Served

- a) detailed description of industry(s) or field(s) served vertically, e.g., textile industry at all levels — fabric mills and converters, dyers and finishers, end-product manufacturers, jobbers and wholesalers, retailers; or served horizontally, e.g., office equipment market — located at many different levels within all industries or fields
- b) (based on S.I.C. classifications, SRDS Business Publication classifications, trade associations, or other)
- c) geographic limits of market(s), if any

Market Trend Analysis

- a) market growth and velocity — yearly trends in industrial consumption, production and sales, by categories of goods and services
- b) rate of expenditures for capital goods; expansion of labor force and executive and technical management personnel
- c) forecasts of market growth; development of new sub-markets, invasion of related markets; new products and processes in development stage

Size of Market(s)

- a) total number of plants, companies, places of business within industry or field
 - capitalization
 - number of employees
 - wages and salaries
- b) total dollar volume of goods and services, etc., produced or distributed by industry or field
- c) analysis of total dollar volume produced or distributed in each category of goods and services, by number of units, by size of producers, by geographic location
- d) current rate of industry expenditure for new plants

services

- a) volume of advertising by goods and service classifications, by total pages
- b) comparisons of advertising within publication group; with other competing publications
- c) number of advertisers in typical issue, average issue
- d) names of advertisers
- e) number of exclusive advertisers
- f) current advertising volume compared to last year, 5 years ago, etc.
- g) number of advertisers using publication over 1-, 2-, 3-, 5-years
- h) coupon inquiries
- i) advertising results; endorsements, testimonials
- j) research findings on advertising readership
- k) proportion of advertising pages in color

SPACE COST

- a) cost per thousand — per page, b&w, 2-color, 3-color, 4-color
- b) cost per thousand effective audience
- c) comparison of circulation and space rates with competing media
- d) volume and frequency discounts
- e) advertising rates for special editions, directories, annuals
- f) trend of rate changes
- g) positioning policies; charges for special position
- h) special rate considerations on inserts, covers, spreads, fractional page sizes

ADVANTAGES OF REPRODUCTION AND MECHANICAL DETAILS

- a) deadlines — affecting scheduling of plates
- b) ad sizes — interchangeability with other publications
- c) special requirements on plates, solid backgrounds, bleeds, Ben Day, electrotypes, etc.
- d) color flexibility; reproduction quality
- e) split runs
- f) special advertising units — inserts, foldouts, back-

- h) special issues in last 12 months
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- d) readers per copy
- e) clipping and filing back issues
- f) reader action:

publicity returns
letters to editor
reader service reply cards, coupons
requests for reprints
volume of general inquiries

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printing by goods and service classifications, by special pages

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- d) names of advertisers
- e) number of exclusive advertisers
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- g) number of advertisers using publication over 1-, 2-, 3-, 5-years
- h) coupon inquiries
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- k) proportion of advertising pages in color

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- a) deadlines — affecting scheduling of plates
- b) ad sizes — interchangeability with other publications
- c) special requirements on plates, solid backgrounds, bleeds, Ben Day, electrotypes, etc.
- d) color flexibility; reproduction quality

function, by operational level (e.g., major equipment, minor or accessory equipment, operating supplies, fabricating parts and components, processed materials, services), by buying influence (e.g., influence or approve purchases, write specifications, place orders)

CIRCULATION

- definition, if any, of eligibility requirements for receiving publication: functional, occupational, financial, business-volume, etc.
- average paid and unpaid circulation per issue for each of last 10 years
- total paid and unpaid circulation per issue for last 12 months

Paid

- total number of subscriptions to individuals
- total number of subscriptions to firms
- other paid circulation (single copy sales, sales in bulk, etc.)
- subscription rates for periods of 6 months, 1 year, 2 years, and 3 years; per cent of subscribers in each category

- total dollar volume of goods and services, etc., produced or distributed by industry or field
- analysis of total dollar volume produced or distributed in each category of goods and services, by number of units, by size of producers, by geographic location
- current rate of industry expenditure for new plants and equipment
- types of goods and services purchased within industry or field — number of total units; total dollar volume in each category:
 - major equipment
 - minor or accessory equipment
 - operating supplies
 - fabricating parts and components
 - processed materials
 - raw materials
 - services

Special Market Characteristics

Factors affecting composition and size of market

- technical research and development — new products, new processes, techniques, procedures, practices
- socio-economic forces and developments (e.g., changes in labor force, improved transportation facilities)

- deadlines — affecting scheduling of plates
- ad sizes — interchangeability with other publications
- special requirements on plates, solid backgrounds, bleeds, Ben Day, electrotypes, etc.
- color flexibility; reproduction quality
- split runs
- special advertising units — inserts, foldouts, backbone, etc.

SERVICES AVAILABLE TO ADVERTISERS

- merchandising services — posters, window displays, film strips, etc.
- inquiry-producing services
- use of mailing lists; mailing services
- market research; product research, panel studies
- copy preparation; photo files, other creative services
- advertiser case histories
- industry news—letter
- technical information — engineering, etc.
- split runs — for copy testing
- advertising result studies
- photographic services

MEDIA/SCOPE'S MEDIA CHECK LIST

The comprehensive check list of points that might be considered before purchasing business publication space touches on every factor a media planner is likely to encounter in making decisions. Obviously, not all the points are relevant to every media decision. But frequent reference to the check list will, in the opinion of the editors of MEDIA/SCOPE, increase the efficiency of planners and buyers in the process of selecting

market to the product and the publication to the market.

Similar check lists were published in MEDIA/SCOPE last August ("The Marketing Plan Approach to Advertising Appropriations"), in October ("Spot Radio Time Check List"), and in November ("Spot Television Time Check List"). Check lists will be published as follows: February 1961, newspapers; February, March, direct mail; April,

transportation advertising; May, consumer magazines; June, outdoor.

WANT EXTRA COPIES?

Additional copies of any of the check lists are available at 30 cents each up to 50 copies; 51 to 90 copies at 20 cents each; bulk rates on request for more than 90. Please send cash or check with order to the Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17, N. Y.

CIRCULATION

- definition, if any, of eligibility requirements for receiving publication: functional, occupational, financial, business-volume, etc.
- average paid and unpaid circulation per issue for each of last 10 years
- total paid and unpaid circulation per issue for last 12 months

Paid

- total number of subscriptions to individuals
- total number of subscriptions to firms
- other paid circulation (single copy sales, sales in bulk, etc.)
- subscription rates for periods of 6 months, 1 year, 2 years, and 3 years; per cent of subscribers in each category

and equipment

- types of goods and services purchased within industry or field — number of total units; total dollar volume in each category:
 - major equipment
 - minor or accessory equipment
 - operating supplies
 - fabricating parts and components
 - processed materials
 - raw materials
 - services

Special Market Characteristics

Factors affecting composition and size of market

- technical research and development — new products, new processes, techniques, procedures, practices
- socio-economic forces and developments (e.g., changes in labor force, improved transportation fr-

bone, etc.

SERVICES AVAILABLE TO ADVERTISERS

- merchandising services — posters, window displays, film strips, etc.
- inquiry-producing services
- use of mailing lists; mailing services
- market research; product research, panel studies
- copy preparation; photo files, other creative services
- advertiser case histories
- industry news—letter
- technical information — engineering, etc.
- split runs — for copy testing
- advertising result studies
- photographic services

MEDIA/SCOPE'S MEDIA CHECK LIST

The comprehensive check list of points that might be considered before purchasing business publication space touches on every factor a media planner is likely to encounter in making decisions. Obviously, not all the points are relevant to every media decision. But frequent reference to the check list will, in the opinion of the editors of MEDIA/SCOPE, increase the efficiency of planners and buyers in the process of fitting the

market to the product and the publication to the market.

Similar check lists were published in MEDIA/SCOPE last August ("The Marketing Plan Approach to Advertising Appropriations"), in October ("Spot Radio Time Check List"), and in November ("Spot Television Time Check List"). Additional check lists will be published as follows: January 1961, newspapers; February, point-of-purchase; March, direct mail; April,

transportation advertising; May, consumer magazines; June, outdoor.

WANT EXTRA COPIES?

Additional copies of any of the check lists are available at 30 cents each up to 50 copies; 51 to 90 copies at 20 cents each; bulk rates on request for more than 90. Please send cash or check with order to the Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17, N. Y.



CONFIDENCE

The confidence the people of Greater Philadelphia have in the contents of The Evening and Sunday Bulletin is based on years of close association.

Readers look to this newspaper for more than news and features. They find here the full picture of their community life. In a good many respects, The Bulletin is Philadelphia.

What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus" ...

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN

A member of MILLION MARKET NEWSPAPERS, INC.

Advertising Offices:

New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Blvd.; Detroit 2, New Center Bldg.; Los Angeles 5, 3540 Wilshire Blvd.;
San Francisco 4, 111 Sutter St. **IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN**

DICTIONARY OF TERMS USEFUL TO BUYERS OF MEDIA



stands for —

VEHICLE—A particular advertising medium, e.g., a particular magazine or a particular station.

VALIDITY—The evaluation of research data in terms of whether or not it measures what it claims to measure.

VARIABLE—A trait or attribute which varies in quality or quantity.

VERTICAL PUBLICATION—A business publication which appeals to a specific trade, industry, business, or profession.

VHF—Very high frequency, 30 to 300 megacycles.

VIDEO TAPE RECORDING—A system which permits instantaneous playback of a simultaneous recording of sound and picture on a continuous strip of tape. It requires no laboratory processing, and can be edited immediately after recording.

VIEWERS PER SET (V.P.S.)—The number of persons watching or listening to a program in each home.

VISUALIZATION TECHNIQUES—Projective techniques in which the respondent is presented with an imaginary situation, either verbally or pictorially, and asked to describe something about it.

VERTICAL CUME—In broadcast research, a cumulative rating for two or more programs broadcast on the same day.

VOLUNTARY ATTENTION—Attention which is deliberately focused on a particular subject or object.



WAIT ORDER—An order sent to a publication to withhold until a later date insertion of advertisement which has been set in type.

WALL BANNER—At the point-of-purchase, a large advertisement on a wall or suspended from a wire and stretched across a store.

WASTE CIRCULATION—1. The people in the audience of a magazine or newspaper who are not prospects for a particular advertised product. 2. Circulation in an area

in which an advertiser does not have distribution of his product.

WEAR-OUT SYSTEM—In direct mail, the procedure of repeat mailings to the same group of people until the buying response is no longer profitable.

WEB—A network.

WEB-FED PRESS—A printing press which uses rolls of paper instead of single sheets.

WEIGHT—1. In reference to printing papers, the definition of paper thickness in terms of so many pounds per 500 sheets of a certain size. 2. To assign a value to each of several related things as a measure of their relative importance.

WEIGHTED MEAN—In statistics, it is determined by multiplying the frequency on each step by the mid-point of the step, adding the products, and dividing by the number of cases.

WELL DESIGN—A publication make-up form in which a center portion of editorial matter is flanked by advertisements on both sides of the page.

WHOLESALE TRADING ZONE—The area from which a product or related products may be economically sold and delivered from a center of distribution.

WINDOW STREAMER—At the point-of-purchase, a long narrow advertisement attached to a store window.

WORD ASSOCIATION TEST—A method of evaluating personality or attitudes in which the respondent is read or shown a word and asked to say the first word which comes to mind. Interpretations are based on the nature of the association, the delay time of the response, and the deviation of the response from the normal association or other criteria considered pertinent to the study.

END OF DICTIONARY



NEW GROCERY PRODUCT DISTRIBUTION DATA...

AVAILABLE FOR

**Albuquerque
Cincinnati
Denver
El Paso
Evansville
Fort Worth
Houston
Indianapolis
Knoxville
Memphis
New York
Pittsburgh**

Scripps-Howard's 14th Annual Grocery Product Distribution Survey (1960) reports distribution in 71 product classifications. For New York the report shows percentages of distribution in stores with annual volumes of \$100,000 and up. In the other eleven cities it shows distribution of brands in all the corporate chains in each city.

All brands found are listed, including private labels. How is your brand doing? Your competitors? Get your free copy and see!

For your free personal copy, contact your nearest Scripps-Howard representative or write the Advertising Promotion and Research Department, 230 Park Avenue, New York 17, N. Y.

SCRIPPS-HOWARD NEWSPAPERS



NEW YORK . . . World-Telegram & The Sun
CLEVELAND Press and News
PITTSBURGH Press
INDIANAPOLIS Times
SAN FRANCISCO . . . News-Call Bulletin*
*Affiliated

COLUMBUS Citizen-Journal
CINCINNATI Post & Times-Star
KENTUCKY Kentucky edition
Cincinnati Post & Times-Star
KNOXVILLE News-Sentinel

DENVER Rocky Mountain News
BIRMINGHAM Post-Herald
MEMPHIS Press-Scimitar
MEMPHIS Commercial Appeal
WASHINGTON Daily News

EVANSVILLE Press
HOUSTON Press
FORT WORTH Press
ALBUQUERQUE Tribune
EL PASO Herald-Post

General Advertising Department . . . 230 Park Avenue, New York City—Chicago San Francisco Los Angeles Detroit Cincinnati Philadelphia Dallas

Scope on People



SPECTACULAR: A model of a 62-foot-long painted display for Antique Kentucky Straight Bourbon is previewed by officials of Four Roses Distilling Co. and Outdoor Advertising Incorporated. From left are Jack Kaduson, Four Roses' vice president of advertising and sales promotion; Bradley Houghton, the firm's advertising manager, and S. Jesse Robinson, of OAL.



THE ADVERTISING FEDERATION of America's Third Region meeting in Richmond (Va.) featured as speaker Alden James (left), senior vice president of Outdoor Advertising Incorporated. Also on the program were David Martin (center) of Cargill, Wilson & Acree, and conference chairman, and Earl W. Kintner, chairman of the Federal Trade Commission.

MAN OF THE YEAR: Donald H. McGannon (left), president of Westinghouse Broadcasting Co., is named man of the year at the annual Pulse, Inc., luncheon in New York. Dr. Sidney Roslow, president of Pulse, congratulates him.



AFTER HOURS MEETING is held by John L. Naylor (left), vice president of Curtis Publishing Company, host at party for those attending Grocery Manufacturers of America's 52nd annual convention, and Robert H. Boulware, vice president of Fletcher Richards, Calkins & Holden.



ANNIVERSARY: Ford Motor Company institutional advertising has placed a new double-truck advertisement in the center spread of *Automotive News* every week for 208 weeks, or four years. Marking the anniversary are J. B. McMechan (left), manager of Institutional Advertising, Ford; and Floyd G. Sease, Kenyon & Eckhardt.

THE NEW GOLDEN ARGOSY

Now Argosy men have the New Golden Argosy they asked for. A bonanza of reading enjoyment in every issue! Beginning in January, each issue will carry 32 more editorial pages than ever before, with 50% more four color; quality coated paper throughout; a special section on tinted book paper! January and all subsequent issues carry a 50¢ cover price, reflecting this top-notch magazine for men.



Region
James
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Cargill,
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John L.
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New Media-selection Device

THE MEDIA preference study is the only real sales weapon that many business publications possess.

Yet it has certain deficiencies which even the publishers themselves recognize. The chief of these is that the competition can also win media preference studies . . . and the results often cancel each other.

The other deficiencies (from the buyer's point of view) have been pointed out by the writer many times, but perhaps the chief of *these* is the fact that, in a media preference study, it is the *preference for a magazine* that is being measured, with the magazine getting the most votes winning.

Naturally, you say. But suppose we attempt to measure something else, which would serve as well in media selection and probably much better as an indicator of what magazine would be best for a *particular advertiser*.

Test Interests of Readers

In fact, let's not ask an advertiser's list (or any other list) which of several magazines is preferred. Let's find out what the several magazines' readers prefer to read *about*, and then select the magazine(s) having the greatest number of readers whose interests are favorable to the advertiser.

Let's suppose we're advertising computers, and there are several magazines eligible for the campaign. In the usual media preference study, a cross section of the advertiser's customer and prospect list would be asked what publications they read. The results would be controlled by two factors:

1. The particular composition of the list—which may or may not be truly representative of the market the advertiser is trying to sell. A list built by salesmen, for example, tends to be dominated by purchasing personnel and others *accessible* to salesmen, and may be missing unknown but important engineering people.

2. The way the questions are asked. "Most useful in your business" aids the publication whose editorial material is *helpful*, and works against general magazines and newsmagazines which are "informative" but not "useful" in the sense which the respondents think is meant.

But in the study I'm suggesting, both of these variables would be eliminated. Instead, we go to the recipients of the several publications. Each magazine is judged on the testimony of its own list rather than by somebody else's list.

And instead of asking the recipients what publications they prefer (or "read"), we ask them some question about the field of interest in which our product is involved.

We *don't* ask them if they "buy, specify or influence the purchase of." Answers to this type of question are inevitably inflated by the respondents' self-importance. Instead, we ask them a question testing the degree of their identification with and interest in the field involving the product.

For example: "What company do you consider to be the leader in computers?"

And—this is important—we ask the recipient to please answer "Don't know" if he doesn't know, and to return the questionnaire anyway. In fact, to be on the safe side, we might include one or two innocent and irrelevant questions which we know anybody could answer, in order to reduce embarrassment on the part of those who can't answer our key question and might not want to return a questionnaire that just said "Don't know."

It's the ratio between affirmative answers and "Don't knows" (to the key question) which establishes the Reader Interest Quotient in the advertiser's product field.

The higher the percentage of the respondents who thus demonstrate

their potential interest in what the advertiser would be saying in his ads, the more eligible the publication for the campaign. The competing publications are ranked accordingly.

The reader, in effect, votes for the publication, but without realizing it. In testing his knowledge of and hence interest in the subject, he is qualifying the publication of whose circulation he is a part. By this means, the advertiser finds out what publication gives him the most people (or most people per dollar) who are interested in his product's subject area. The winning publication can say: "We have more readers (or readers per dollar) who are prospects for your message."

And at the same time—in the case of the question used as the example—the advertiser is conducting a *brand* preference study by which, through a succession of such studies, he can measure his advertising's performance.

Each survey has to be made under identical conditions. That is, sample must be random; letterheads, letters and questionnaires identical.

Pitfalls Avoided

Thus we avoid the pitfalls of (1) a list that may not truly represent the advertiser's market—instead we're testing each magazine's list; (2) "publisher's choice" of questionnaire structure (aided or unaided recall, "regularly" and/or "useful," etc); (3) reader confusion and the possible influence upon the reader of publication prestige; and (4) the temptation to use the results of one advertiser's media preference study on other advertisers whose products and market may not be at all similar.

By the method I suggest, publications are measured solely on the basis of their qualification—attested to by their own readers—to carry the advertiser's sales story.

Proceedings

of the I.R.E.

COLOR TELEVISION ISSUE

A Journal of Communications and Electronic Engineering

Volume 27 October, 1951 Number 10



COLOR TELEVISION

Advances in Color Television
Color Television in the U.S.A.
Color Television in the U.S.A.
Color Television in the U.S.A.
Color Television in the U.S.A.
Color Television in the U.S.A.
Color Television in the U.S.A.
Color Television in the U.S.A.

COLOR TELEVISION

Proceedings of the IRE

SINGLE SIDEBAND

Proceedings of the IRE

TRANSISTOR

Proceedings of the IRE

INFRARED PHYSICS
AND TECHNOLOGY

MOST MAGAZINES GET DATED

... with

Proceedings

it takes a little longer...

WHEN radio-electronics engineers want up-to-date information on any subject in their field, they turn with confidence to back copies of **Proceedings** — copies that in fact may be many months old! That's because **Proceedings'** articles are so authoritative and forward-looking that they stay timely much longer than one would expect, especially in our swiftly-changing field of radio-electronics.

What advantage does this hold for you?

Place an ad in next month's issue of **Proceedings**, and it will be exposed immediately to our 63,696 member-engineers. More, scores of prospective customers will continue to see your ad each week for months after, as they continue to turn to that issue for information and guidance. This way, your ad stays current much longer!

How well does **Proceedings** cover the field?

No complete listing of radio-electronic engineers is available; people who want to gauge the size of the field go by IRE membership! Each month, every IRE member receives and treasures his own copy of **Proceedings**. This means that with every advertisement you insert in this publication you cover the whole field.

That covers quantity. How about quality of readership?

Please! You don't even have to be an engineer to read Magazine B, but it takes years of specialized training, and high intelligence, before a man can qualify to join the Institute of Radio Engineers, and begin to read **Proceedings**.

Agreed, **Proceedings** readers must know radio-electronics, but can they buy?

In a recent survey of **Proceedings** readership, all of those interviewed said they have some purchasing responsibility. Apart from this, look into the roster of any radio-electronics company: you'll find the key positions are held by IRE members. IRE members not only buy some radio-electronic components for their own use, but *collectively* they buy billions of dollars worth of equipment for their firms each year.

How's **Proceedings'** circulation?



Going up steadily. The six-month average to June 30 1960 was 63,696, (A.B.C.) but we're way beyond that already. Who are the new readers? Radio-electronic engineers—new and not-so-new—who now qualify for IRE membership. And we also have 15,550 student subscribers who'll be buying from you in the not too distant future.

Money's still a factor. How do **Proceedings** rates compare?

You can reach your important, select audience all year through in **Proceedings** for just \$9,720 (1961 rates). A similar schedule in a semi-monthly would cost \$23,270 . . . and in a weekly, \$46,280! You thus save up to \$36,560 when you advertise in **Proceedings**.

Call or write today for all the facts!

Proceedings of the IRE

The Institute of Radio Engineers

Adv. Dept., 72 West 45th Street, New York 36 • Murray Hill 2-6606
Boston • Chicago • Minneapolis • Los Angeles • San Francisco



TO BE CONTINUED

By Lionel M. Kaufman

Let's try a different kind of year-end wrap-up this time. Let's look at the media problems that 1960 *didn't* solve for us—and will drop into the lap of 1961.



NEWSPAPERS—The major problem in this field isn't just a 1960 production. It's had a longer run than "Abie's Irish Rose." What else could it be than the local-national rate differential?

And yet some encouraging signs of progress developed in 1960. No one dared suggest total integration of the two groups on the same rate card. But various attempts were made to narrow the gap, by allowing the national advertiser some of the rights and privileges accorded the local advertiser—such as volume and continuity discounts.

In a few separate actions, the newspaper itself tempered the traditional "flat rate" with volume discounts. The Louisville *Courier-Journal* and *Times'* Continuity-Impact-Discount plan is due to mark the start of 1961 by adding some key newspapers to the fold (St. Louis *Globe-Democrat*, for one). And now that the Esty agency has proven that asking can produce continuity discounts on ROP color from most of the newspapers, you can be sure 1961 will see further attempts in this direction.

MAGAZINES—Onward and upward continue both circulations and advertising rates in this field. Where this reflects greater editorial attraction, or growth of the market, the advertisers are taking it. But where a competitive circulation race, or artificial circulation stimulants, are evident, the advertisers are grumbling.

The publishers are searching for new ways to lessen the problem. More split-runs and regional editions are being set up to keep from pricing the smaller advertisers out of the market. One top national magazine

eased a recent rate rise by announcing new continuity discounts along with it.

The coming year will probably see more magazines offering bleed pages at no extra charge.

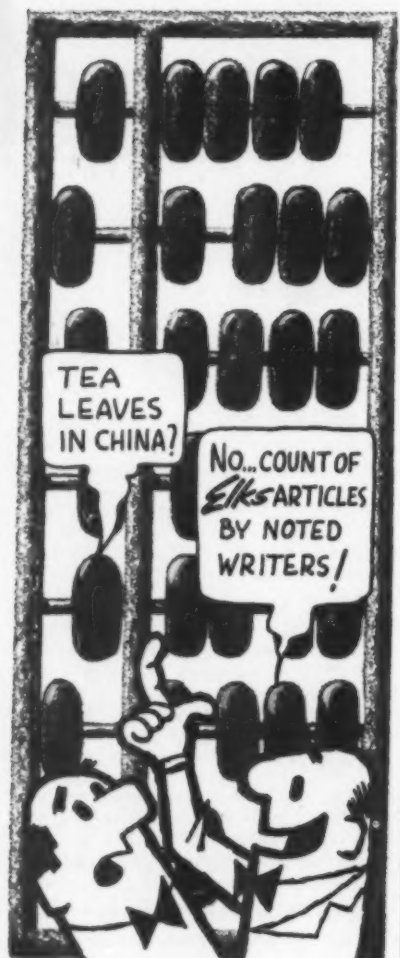
TELEVISION—TV, in 1960, had more problems than I have the space, or the technical understanding, to discuss here. But, just as an outsider-looking-in, there's one minor problem that I hope they'll learn to control in 1961. That's "triple spotting."

BUSINESS PAPERS—Here's one medium that "solved" its Big Problem in the closing months of 1960. In a dramatic October reversal of their June turn-down, the ABC directors finally agreed that "the customer is always right," and made provision for their business-paper members to report their "fixed-free" circulations on their ABC statements.

Now that the "fait" is "accompli," and the books reporting "free" will be off in their own ivory-colored forms, it remains for ABC in 1961 to implement the new plan as fast as possible, and for its dissenting members to give it a chance to work harmoniously.

MISCELLANY—Of course, in 1961, we'll all continue to plead for more qualitative media data—and continue to figure out our decisions with the quantitative pencil.

One encouraging sign: A new item is emerging on Madison Avenue—"media mix." Are they really going to make a "fruit cocktail" out of the "apples" and "oranges," as this column suggested back in May 1959? ■



ELKS Magazine Editorial Profile:

Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance... that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

*1960 Starch Report... ask your local ELKS Representative to show you a copy.

THE ELKS MAGAZINE
New York, 386 Fourth Ave.
Chicago, 340 N. Michigan Ave.
Los Angeles, 1709 W. 9th St.

**"On what station do you think the
commercials are the most truthful?"***

*Pulse Special Survey, Washington 5 County Metro Area, May 31-June 15, 1960

**WWDC a clear FIRST
in the Washington, D.C. area.
Only one other radio station polled as
much as 10%. If BELIEVABILITY is important
to your product's sales success, we're your station.**

WWDC *Radio Washington*

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

For full details on radio leadership, write WWDC or ask your Blair man for a copy of WWDC's new "Profile of Preference."

And in growing Jacksonville, Fla.—it's WWDC-owned WMBR

and
climbing

the

WGAL-TV

audience
is
greater

than the
combined
audience*

of all
other
stations
in this

**MULTI-CITY
TV MARKET**

*ANN • March '60
Hialeah NSI • Oct. '60

STEINMAN STATION
Clair McCollough, Pres.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

Representative: **MEEKER**

VIEWS ON BROADCAST

Buying "Flight" Schedules

By Isabel Ziegler



AS THE YEARS GO BY and viewers increase, so do costs. This increased cost has caused many innovations—packages, network minutes, etc. One of the big changes has been the demise of the "franchise" advertiser and the birth of the "flight" advertiser.

The franchise advertiser bought at least three or four prime-time 20-second announcements a week in at least the top 50 markets for 52 weeks. A campaign of this kind at today's rates would cost at least \$3.5 million. Five years ago that same campaign would have cost about \$2 million, an increase of more than 35 per cent. Of course, the increase in viewers during that same period was more than 45 per cent.

Unfortunately, advertising budgets have not increased in proportion to television viewing and costs. This did not cause advertisers to abandon television, but to adapt it to their needs.

"Flight" Practice

Of late, one of the major innovations has been flight advertising. Here, an advertiser buys a schedule of announcements for at least four weeks or more, and then withdraws for at least an equal number of weeks or more to return with another schedule. In this method the advertiser generally uses slightly more advertising during the on weeks than he would if he was advertising steadily for 52 weeks. Other changes have been a shorter market list—from top 50 to top 35 markets, for instance.

With more than 50 per cent of current television advertisers using the flight method, it is amazing that stations and their representatives have not recognized the need to adapt themselves to this situation.

Granted, business has been good, but as is always the case, it could be better if stations were more realistic and realized the need to accommodate themselves to the advertiser. It's not only the big advertiser who pays the bills.

Need for Station Flexibility

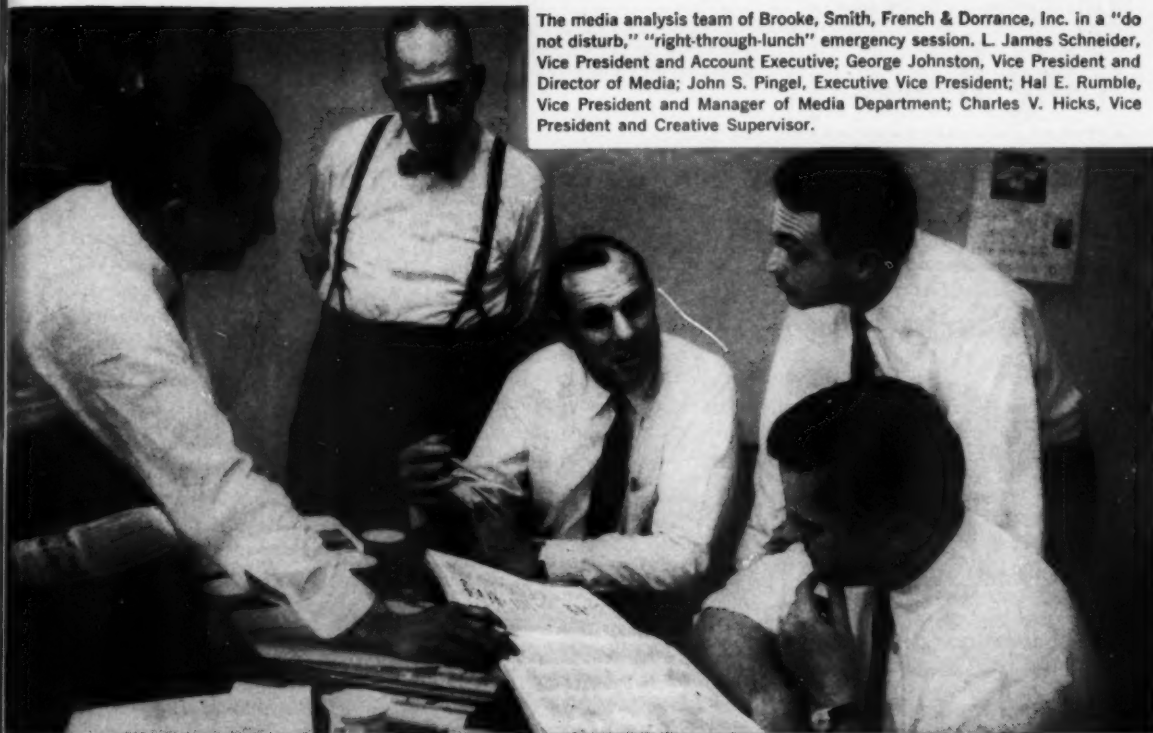
Yet, each time a buyer buys a flight schedule, generally he must go through the same buying process for each flight. Seldom are confirmations issued for the entire schedule on a flight basis.

It is understood that a station might have difficulties in filling in the schedule. But, do these difficulties outweigh the involvement of time, manpower, and paper work necessitated by re-buying a campaign three or four times over? Undoubtedly, there is also the risk of losing the entire schedule to another station because the non-conforming station leaves itself in a more vulnerable position. Is it worth it?

Another rather incongruous fact emerges. It is usually the most popular station in the market that is absolutely vehement about not confirming a flight schedule. Why, if the station is so popular and well trafficked is this stand taken?

Representatives, imaginative, enthusiastic, and creative ones, often find ways to get around their stations' policies and provide buyers with "off the record" confirmations. If this can be done by representatives, why don't stations become realistic and condone the practice? This would make it more workable, and allow an advertiser some peace of mind, allow a buyer more time to work on other matters, and allow a representative more time to sell. ■

The media analysis team of Brooke, Smith, French & Dorrance, Inc. in a "do not disturb," "right-through-lunch" emergency session. L. James Schneider, Vice President and Account Executive; George Johnston, Vice President and Director of Media; John S. Pingel, Executive Vice President; Hal E. Rumble, Vice President and Manager of Media Department; Charles V. Hicks, Vice President and Creative Supervisor.



DOUBLE OR NOTHING

This decision calls for competent media information

Situation: ... sudden change in client plans.

Requirement: more space per ad; more time per commercial...with the same budget!

Need: immediate access to capsuled reviews of the relative virtues of the media that had been painstakingly worked into the schedule before the change-order came through...and of others that may *now* be considered.

Solution: check SRDS media listings, market data and whatever good, pertinent information can be found in files, desk drawers and—*they hope*—in your Service-Ads in SRDS.

Question: ... all of your *selling actions* have made their impressions on some or all of these decision makers—so have your competitors'—but right now, how well are you serving *their buying actions*?

Opportunity: with competent strategically positioned Service-Ads in SRDS

YOU ARE THERE selling by helping people buy

SRDS Standard Rate & Data Service, Inc.
the national authority serving the media-buying function

C. Laury Botthof, President and Publisher
5201 OLD ORCHARD ROAD, SKOKIE, ILL., YORKTOWN 6-8500
SALES OFFICES—SKOKIE, NEW YORK, LOS ANGELES, ATLANTA



Appliance Service is big Business

For facts about this fast growing industry, ask for your copy of Market File "C."



505 N. LaSalle St., Chicago 10, Ill.



**EVEN AIRCRAFT & MISSILES
SPACE SALESMEN**

**RAN OUT OF THE
1960 HANDBOOK ISSUE**

Small wonder. Advertisers knew a winner when they saw it. So did readers. Last year's issue was an aerospace industry sell-out.

Be sure you're in for '61. See page 10

U. S. Catholic Population Jumps 37.5% in Ten Years

... NOW OVER 44,000,000*
through its largest magazine—

CATHOLIC DIGEST

Penetrate this market in depth
CATHOLIC DIGEST delivers over 760,000 net paid circulation with prime characteristics for you ...

Large families—

Over 4.04 children per thousand**

Urban and suburban readership—

Only 3.5% are rural, one of the smallest percents of all magazines**

Home owners—

75.3% own the homes they live in**

Large consumers—

Spend more money on food per week than any other magazine audience**

LOW ADVERTISING COST—one of the lowest rates per thousand in the magazine field

* Several statistical estimates run well over 54,000,000, but we are quoting the lower figure of 44,000,000

** Consumer Market Report, 1959

Daniel Starch

For advertising rates contact ...

Eastern Representative
McClanahan & Co., LE 2-1234

295 Madison Ave., New York 17, New York

West Coast Representative

John R. Kimball & Co., DO 2-9183

420 Market St., San Francisco 11, Calif.

Midwest Representative

Raymond J. Ryan & Co., AN 3-2240

35 East Wacker Drive, Chicago 1, Illinois

J. J. McCarthy, Advertising Director

CATHOLIC DIGEST, 44 East 53 St.

New York 22, New York, FL 3-0828

Media/trends

STUDEBAKER-PACKARD, through D'Arcy, may be nosing out Shulton in the race for time. Shulton managed to clear 105 stations for its one-shot documentary, "Race for Space," and 97 for its five-part "Holiday Playhouse." Now Studebaker says it's lined up 109 stations for 26 weeks to carry a new syndicated comedy, "Mister Ed." Some 2,000 Lark dealers across the country are in on sponsorship of the \$3 million package through co-op deals. Show was sold to the dealers before final agreement with Studebaker. Half-hour episodes will appear on most of the stations (mostly NBC and ABC affiliates) between 7:00 and 8:00 P.M.

Still more evidence of the value of public service programs to advertisers comes from Television Advertising Representatives. Firm's latest study, "On a Sunday Afternoon," shows that in at least five major markets, Sunday offers audiences with "all the characteristics of prime time (8:00-9:00 P.M.) plus a cost-per-thousand of less than half that of a prime time station break."

On the network front, NBC reports heavy advertiser interest in all its new daytime documentaries. One major company has even contracted for NBC coverage of all unexpected news breaks (UN crises, Marines to the rescue, international travels of Messrs. Kennedy and Khrushchev) as they come up.

ANPA's survey of newspaper copy prices shows the trend toward 10-cent dailies. As of February, 229 of the 1,722 U. S. daily papers charged a dime a copy. But 921, or nearly 54 per cent, still cost the reader only five cents.

TV stations, nursing their shock over Shell's total switch to newspapers, can be consoled by increased use of television on the local level. A report from the National Retail Merchants Association shows that between 1955 and 1959, the number of stores using TV jumped 76 per cent. Forty-

four of the stores invested up to five per cent of their budgets in television, 29 per cent spent between six and ten per cent, and 19 per cent put 11 to 20 per cent of their advertising money into television.

Now that the Pentagon has ruled out reallocation of more VHF channels to commercial television, look for a revival of UHF, made possible by Congressional action requiring future sets to receive both bands. FCC has already proposed such legislation. As FCC Chairman Ford told the Radio and Television Executives Society in New York, "It is inescapable that the only present possibility of an expanded television system lies in the spectrum space now allocated to the television service ... a universal all-channel receiver is the key to any solution ... each broadcaster must be able to reach all receivers in his service area in order to compete with other stations in his market."

But a more immediate possibility is more "drop in" stations, meaning more audience splitting, more pressure for rate cuts, more availabilities.

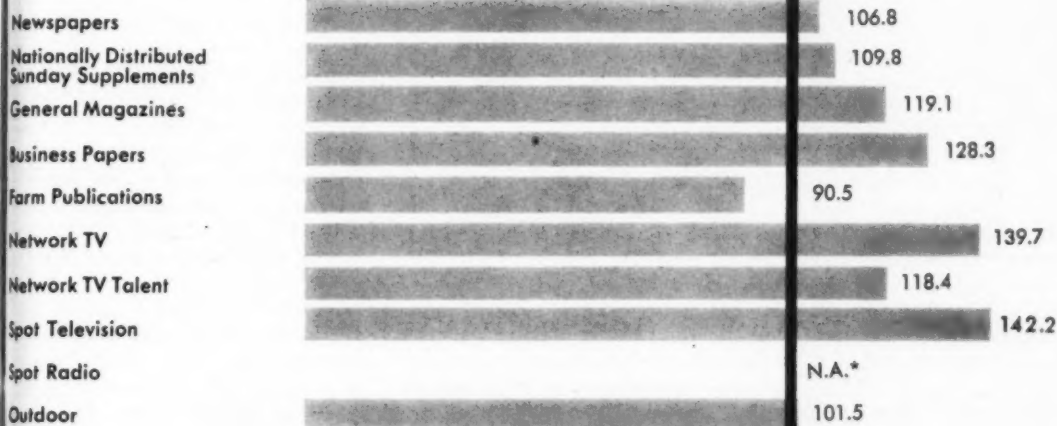
According to *Electronic Equipment Engineering*, Russian engineers say they've developed "experimental stereoscopic color television." The two frames of each stereo pair can be transmitted either simultaneously on two channels, or on one channel in sequence, say the Russians. To receive stereo color, two scanning tubes operate in sequence.

THIRD QUARTER ADVERTISING EXPENDITURES (See opposite page)

Medium	\$ Yr. 1960	% Change 1959-60	Index 1954=100
Newspapers	152,300,000	-6.1	100.0
Supplements	17,100,000	-8.7	101.3
Magazines	187,400,000	+9.9	117.3
Business Papers	143,000,000	+18.0	129.1
Farm Publications	8,900,000	-14.7	86.5
Network TV	188,100,000	+18.9	132.1
Net TV Talent	66,200,000	+14.7	106.9
Spot TV	125,000,000	+4.0	112.7
Spot Radio	Not available		
Outdoor	32,900,000	+8.8	104.3

Record of National Advertising Expenditures

First Nine Months 1960



First Nine Months	\$ Volume 1960	\$ Volume 1959
Newspapers	\$ 518,900,000	\$ 498,700,000
Nationally Distributed Sunday Supplements	60,300,000	68,600,000
General Magazines	589,900,000	529,800,000
Business Papers	424,400,000	380,400,000
Farm Publications	38,100,000	40,300,000
Network TV	494,400,000	451,000,000
Network TV Talent	265,000,000	255,300,000
Spot Television	440,500,000	406,300,000 ^R
Spot Radio	N.A.*	N.A.
Outdoor	92,100,000	87,200,000

*Not Available

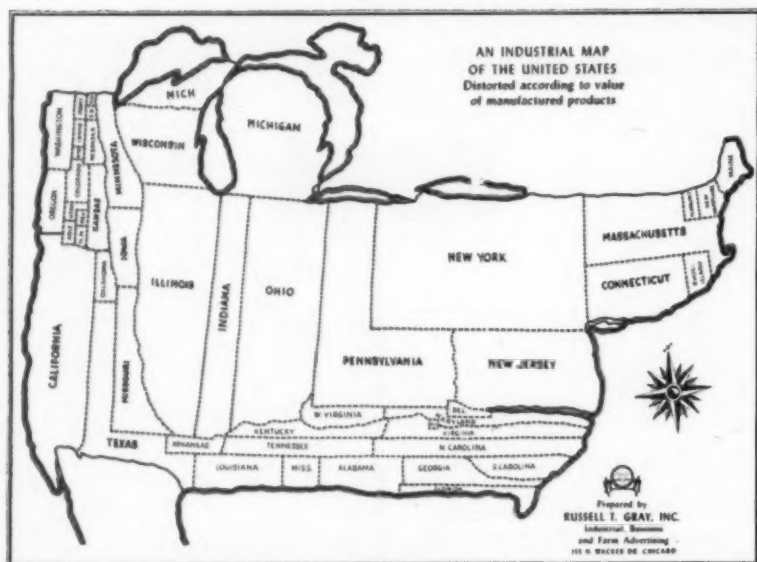
R = Revised

Data on radio, direct mail, point-of-purchase, transportation, and other media not available quarterly on an adequate basis.

PER CENT CHANGE

+ 4.0
- 12.1
+ 11.4
+ 11.6
- 5.3
+ 9.6
+ 3.8
+ 8.4
N.A.*
+ 5.7

Prepared exclusively for MEDIA/SCOPE by J. K. Lasser & Co. SOURCES: Newspapers: Media Records, Inc. Supplements: Publishers Information Bureau. General Magazines: Publishers Information Bureau. Business Papers: J. K. Lasser & Co. Farm Publications: Farm Publication Reports, Inc. Network Television: LNA-BAR reports from Television Bureau of Advertising. Spot Television: Television Bureau of Advertising. Spot Radio: Station Representatives Assn. Outdoor: Outdoor Advertising, Inc. Network TV talent and production: MEDIA/SCOPE.



Map in new *Fortune* study on Industrial Markets.

Adam Young has mapped the "advertiser areas" of the top 100 markets, showing for each, population, number of households, retail sales, effective buying income, and their percentage of U. S. totals. Same information is given for these markets' metro areas. In addition, "Spot Radio '60" gives a concentration factor for each market, showing share of above items lying within each metro area. Says Young: "Where this concentration factor is high, and most of the population, income, etc., of the advertiser area lies within the metro area, lesser-powered radio stations may provide effective coverage. Where the figure is low, regional stations may be needed to saturate the bulk of the advertiser area."—A.

Fortune. Only 2.3 per cent of the 1,060,700 firms in industry have more than 100 employees, and more than half of the 3,110 firms with more than 1,000 employees are in manufacturing, says "The Changing Industrial Market." Besides stressing industrial concentration, 34-page book reports trends indicating areas of prime future marketing opportunity. Opportunity, in terms of geography and growth industries, points West and South, particularly in the

fields of machinery and chemicals. But right now, says the report, the nation's manufacturing belt is east of the Mississippi, and north of the Ohio, accounting for but one-twelfth of our land area, but half of all U. S. retail sales and two-thirds of our industrial labor force.—B.

Maclean-Hunter Publishing Co. Ltd. "The Canadian People and Their Market," based on *The Financial Post's* 1960 "Survey of Markets," includes a breakdown of urban areas with populations of 10,000 and more, plus national totals and breakdowns by province and county showing population, income, housing, retail sales, and auto ownership.—C.

National Business Publications. First edition of the five-part "Sourcebook of Specialized Markets" includes descriptions of fields served by member magazines and compilations of market data offered by each.—D.

Newsweek. Of the 2,461 U. S. households owning small cars last February, 1,256 owned imported cars and 1,240 owned U. S. compacts, according to Sindlinger data compiled for *Newsweek*. Heads of 77 per cent of the imported car households were pro-

fessional or technical men, managers, proprietors and officials, or salesmen, clerical workers, craftsmen and foremen. These groups provided 70 per cent of the heads of compact car households. Some 71 per cent of the imported car households and 63 per cent of the compact households had incomes above \$5,000. Other data cover education of household heads, number of cars owned, family size, and make of car traded in for both imported and compact cars.—E.

Materials in Design Engineering. Two market studies cover industrial use of irons and steels, and of non-ferrous metals, forms, and shapes. Data in both are classified by SIC designation, showing markets for these materials among plants reached by the publication. Respondents answered such questions as "Which (of 110 different) forms of irons and steels does your company use in manufacturing?" and "What kinds of information would be most helpful to you with regard to your use of or interest in nonferrous metals, forms, and shapes?"—F.

Esquire. Club membership and ownership of musical equipment are among the 10 characteristics of *Esquire* subscribers covered in a study of their leisure time conducted in consultation with the Advertising Research Foundation. Other activities: are overseas travel, hobbies, sports participation, home entertainment and wine usage, as well as ownership of boating, sports, and photographic equipment, and socio-economic characteristics.—G.

Texas Daily Newspaper Association. Newspaper audiences, reader and population characteristics, auto and appliance ownership, and brand use of 55 products are given for city zones of each of eight markets served by 12 Texas and Louisiana newspapers. Brand use is given for each year beginning with the last half of 1957. Reader data include proportion of households reached and proportion of households and number of persons exposed to newspapers on an average

day, as well as age, sex, housing tenure, income, and family size of readers.—H.

FM Broadcasting System, Inc. Institutional use of FM sets is on the rise, according to a survey of the network's 61 affiliates in 28 states. Institutions include dentists' offices and hospitals, business offices and motels, retail stores and beauty shops. Two-thirds of the stations reported that from 31 to 50 per cent of the homes in their markets are FM equipped. Top ten FM markets, in order, are New York, with 2.5 million FM homes, Los Angeles, Chicago, Philadelphia, Baltimore, San Francisco, Boston, Houston, San Diego, and Kansas City. Daily listening time reported averages between six and seven hours per household.—I.

Richmond Times-Dispatch and News Leader. The 1960 edition of "Metropolitan Daily Newspaper Market Data" covers 397 papers in 184 newspaper markets, accounting for 90 per cent of all U. S. households, buying power, and retail sales. Data for each market include area size and number of counties, populations, households by income category, number of consumer units, net buying income, total retail sales, and sales classified by nine retail categories. Data are given for both metro areas and "newspaper market areas." Newspaper data cover rates, availability of color, whether morning or evening, and include individual state maps coded to show counties covered by dailies in each major city. Report includes separate advertising readership norms for men and women, by product group and by size of advertisement.—J.

Sports Illustrated's "Third National Study of Subscriber Households," conducted in consultation with the Advertising Research Foundation, includes latest data on ownership of cars, appliances, stocks and bonds, and photographic equipment, and on travel and credit card usage. Technical appendix includes a com-

parison of precision and cost of getting this year's data with those of the 1956 study.—K.

WGBF, Evansville. Thirty per cent of the club women participating in WGBF's Community Club Awards say they listen to radio more than four hours daily, and 55 per cent report listening between one and four hours daily. This compares to 72 per cent who spend between 30 minutes and one hour reading newspapers, and 69 per cent who report watching television after 6 P.M. between two and four hours daily. Before 6 P.M., 50 per cent of the women spend between one and three hours with TV, while 14.5 per cent view four hours or more. More than 84 per cent of the women listen to radio in the morning, with 60 per cent of the women listening "mostly in the kitchen" and 33 per cent listening "mostly in the car." Surveys also cover dialing habits and opinions of commercials and of each Evansville radio station.—L.

NBC-TV's comparison of four-weeks' audience cumes and commercial frequency distribution of an alternate-week nighttime half-hour with those of a daytime schedule of comparative cost gives the daytime schedule a four-million home advantage, 477 more homes per dollar, and nearly twice the commercial messages per average home.—M.



Television Bureau of Advertising. Image studies of five Minneapolis and St. Paul department stores, and how such an image can be affected by television advertising, indicate that shoppers tend to see stores as different in respect to class of patrons, type of merchandise carried, and rating on 18 store quality scales, such as modern/old fashioned, helpful service/indifferent, high priced/budget priced, etc. Comparison of Montgomery Ward's image among viewers and non viewers of the store's commercials indicates a general shift toward more favorable quality ratings among viewers. This shift, says TvB, stems largely from item promotion, and results in greater shopping frequency.—N.

WANT ANY OF THESE REPORTS?

If you want copies of any of these reports, fill in coupon and send to Editor, MEDIA/SCOPE, 420 Lexington Ave., New York 17.

Circle letter of reports wanted: A B C D E F G H I J K L M N O P Q R S T.

Your Name and Title: _____

Company: _____

Address: _____

12

TRENDS IN NATIONAL NEWSPAPER ADVERTISING

OCTOBER AND FIRST TEN MONTHS 1960 vs 1959

	OCTOBER vs 1960 % 1959		FIRST TEN MONTHS vs 1960 % 1959	
	Gain or Loss	% of Total	Gain or Loss	% of Total
GENERAL				
Alcoholic Beverages	-10.5	8.3	-0.1	8.3
Foods	*	13.9	*	13.8
Baby Foods	*	0.3	*	0.3
Baking Products	*	2.1	*	1.7
Beverages	*	1.7	*	2.4
Cereals and Breakfast Foods	-54.2	0.5	-35.7	0.5
Condiments	-12.3	0.9	-0.9	1.1
Dairy Products	-10.2	1.9	-14.7	1.8
Frozen Foods	*	1.0	*	1.1
Meats and Fish	*	0.6	*	1.1
Industrial	+49.5	2.6	-17.6	2.4
Insurance	+40.3	1.6	+3.4	1.6
Medical	-11.1	2.9	-7.5	2.4
Public Utilities	+0.3	2.8	-1.1	2.7
Publishing and Media	*	10.3	*	9.0
Radio, TV and Phonographs	*	1.6	*	1.1
Sporting Goods, Cameras and Photo Suppl.	+11.5	0.2	+23.6	0.9
Tobacco	-24.2	4.8	-30.2	4.2
Toilet Requisites	-6.8	3.0	+9.7	3.2
Dentifrices	-47.2	0.1	+20.3	0.4
Men's Toiletries	*	0.5	*	0.6
Perfumes and Cosmetics	*	1.7	*	1.4
Toilet Soaps	-19.8	0.3	-32.6	0.3
Transportation	+10.3	9.9	+2.1	10.6
Airways	+1.3	6.1	-1.3	6.8
Bus Lines	+295.5	1.2	+91.2	0.7
Railroads	-52.9	0.6	-20.7	0.9
Steamships	+56.0	1.3	+10.8	1.1
Tours	+26.0	0.5	+14.1	0.8
Wearing Apparel	+21.1	1.7	+15.1	1.3
TOTAL GENERAL	-1.5	75.3	-4.2	75.7
AUTOMOTIVE				
Gasolines and Oils	-49.7	1.2	-24.1	2.2
Passenger Cars—New	-5.0	16.8	+5.2	14.1
Tires and Tubes	-2.5	0.8	+1.7	1.5
Trucks and Tractors	-15.3	0.5	-29.0	0.4
TOTAL AUTOMOTIVE	-5.6	24.7	+2.6	24.3
TOTAL GENERAL AND AUTOMOTIVE	-2.6	100.0	-2.6	100.0

* New or adjusted Classifications in 1960, no direct 1959 comparisons available.
Prepared exclusively for MEDIA/SCOPE by Media Records, Inc.

PROMOTIONS AND PRESENTATIONS

Point-of-Purchase Advertising Institute, in cooperation with ANA's Sales Promotion Committee, has produced a color sound-slide film, "The Role of Point-of-Purchase Advertising in Modern Marketing." Film, using case histories, seeks to overcome objections of client-salesmen to POP material, and shows how it can work for them in their own territories.

Seventeen's February issue will feature 1961's "Spring Semester" promotion to try to overcome the "traditional February fashion sales slump." Magazine estimates that 140 stores will tie into the campaign, benefiting from on-page credits, back-of-the-book listing, display material, and other merchandising aids, as a reward for carrying the cover plus a percentage of the other fashions from the February issue.

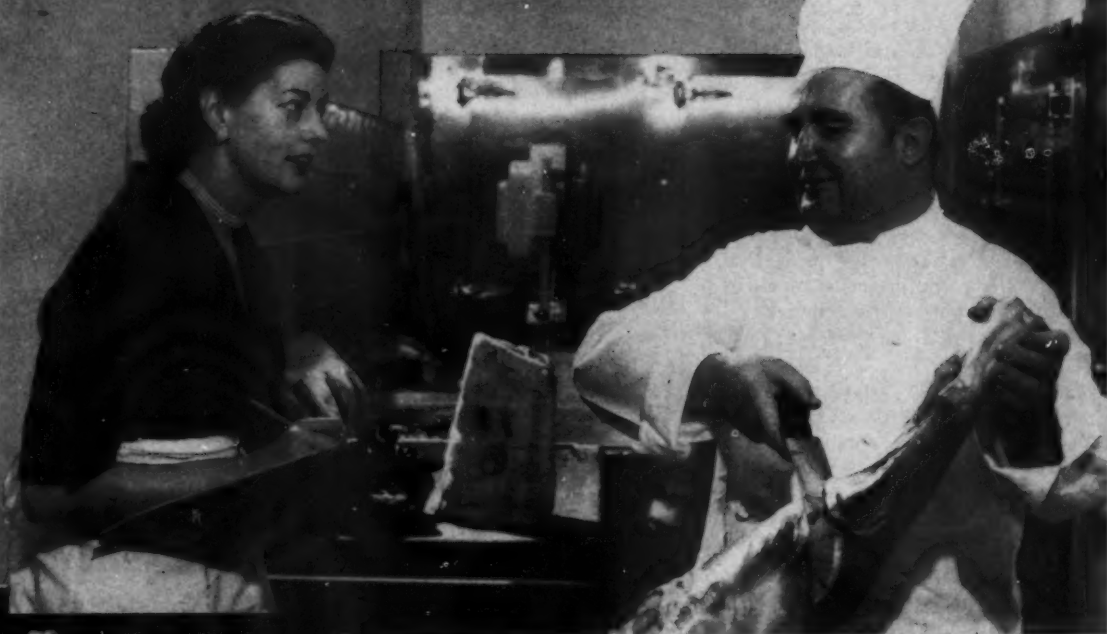
Edward Petry and Co. "How to Get More Value Out of Your Spot Radio Advertising Dollar" describes these 10 ways:

- Plan early.
- Budget enough money.
- Know whom you want to reach. Then reach them.
- Know your station.
- Avoid formula buying.
- Capitalize on radio salesmen.
- Discover a hidden fortune in programs.
- Broaden your outlook.
- Invest in creativity—it's a bargain.
- Make continuity your goal.

Peters, Griffin, Woodward, Inc. A presentation on the "CAR-VA" market announces radio coverage of all or any part of Virginia and the two Carolinas with one contract and one rate card, including up to eight stations. The "marketing difference" of this area, says PGW, is that "while population and sales potential in other areas may be concentrated in a few large metropolitan areas," CAR-VA's population sprawls out evenly over hundreds of smaller urban communities, "but total area sales potential is high."

NBC Radio. "Four Keys to Leadership" describes network's
(Continued on page 110)

the proof of the pudding...



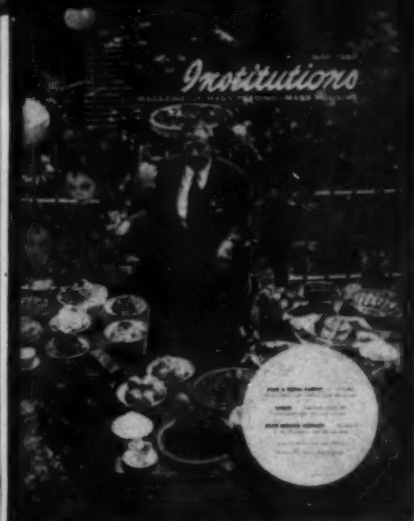
... is also in the reading. And Food Editor Janet Elliott (working here with executive chef John Kaufmann of Chicago's Drake Hotel) does a dedicated job of tracking down new food ideas and reporting them to food-conscious Institutions executives and their mass-feeding specialists. These include hospital dietitians, school food service officials, hotel/motel operators, restaurant and club managers and industrial caterers.

Every issue of INSTITUTIONS Magazine serves up generous portions of recipe and menu specialties from all over the world... ideas on how ingenuity can transform inexpensive food items into glamour dishes... how color tempts the appetite... how portion control saves dollars... how smart operators cash in on the diet craze and many other helpful food-planning features.

Ferretting out this kind of information means constant field work throughout the country and close contact with operators who are now serving over 132,000,000 meals daily in Institutions of all types and with food company test kitchens where new and improved products are constantly being perfected.

If your company is identified with food products... take advantage of this vital editorial coverage to strengthen that identity with an advertising program in INSTITUTIONS Magazine.

CALL US OR CONSULT YOUR ADVERTISING AGENCY



dynamic editorial performance



Institutions®

MAGAZINE OF MASS FEEDING/MASS HOUSING
1801 PRAIRIE AVE., CHICAGO 16, ILL.

(Continued from page 108)

audiences, efficiency, selectivity, and advertiser acceptance. It includes a description of its National-Local Plan and Nielsen data on market share of six product categories among three age groups and "working housewife homes." NBC calls the 35-49 age group the "key group" because, as data show, "there are more of them with more money and they have big families and do more buying." Group averages \$7,200 per home and accounts for 35 per cent of the coffee and margarine markets, 34 per cent of the facial tissue and dessert markets, and 36 per cent of the cigarette market.

The Bureau of Advertising's latest "Annual Time Table of Retail Opportunities" includes data showing that year after year, regardless of the state of our economy, consumers buy according to a pattern predictable for items, departments, and store types. Data, plus a retailer's own sales figures, enable him to set up a comprehensive program of planned advertising, says the Bureau. A "Market Target Table" gives monthly per-family expenditures for six store types and four merchandise lines, "serving as a starting point for setting sales goals." Other items are a five-years' calendar of merchandising dates, from 1959 through 1963, and a section outlining "the four basic steps" for retailers to follow in "achieving better-timed, more productive advertising."

Television Bureau of Advertising says the key to success in any industry relies on the ability to know who wants what, where these people are, and what it is they really want. Therefore, according to TvB's presentation, "Progress of Discontent," market research is "people research"—the finding of people's discontent. For "if enough people are discontented, there is a market." Theme of the Cellomatic presentation is that this discontent is the greatest force for progress, and that advertising people—among the most discontented of all—are intent on spreading their discontent and thus push progress. Advertising, says TvB, should not be criticized for "supposedly forcing people to buy things," but should be criticized when it fails to spark discontent with the obsolete and inefficient, when better products are available. ■

VIDEODEX NATIONAL RATING ANALYSIS

October 10-October 16—Top Five Programs Daily*

Show	Rating	Network	Sponsor
------	--------	---------	---------

SUNDAY

1. Candid Camera	26.7%	CBS	Lever Brothers
2. Ed Sullivan	26.4	CBS	Eastman Kodak
3. Maverick	25.4	ABC	Kaiser, Armour, R. J. Reynolds, Brillo, Noxzema
4. Jack Benny	23.1	CBS	Lever Brothers
5. What's My Line?	22.5	CBS	Kellogg

MONDAY

1. Danny Thomas	28.3%	CBS	General Foods
2. Barbara Stanwyck	24.3	NBC	Alberto Culver
3. Bringing Up Buddy	22.8	CBS	Scott
4. Cheyenne	22.0	ABC	Bristol-Myers, Procter & Gamble, Union Carbide, Peter Paul
5. Andy Griffith	21.3	CBS	General Foods

TUESDAY

1. Red Skelton	27.8%	CBS	Pet Milk
2. Garry Moore	25.2	CBS	Chrysler Corp.
3. Tom Ewell	24.4	CBS	Quaker Oats
4. Alfred Hitchcock	22.7	NBC	Ford
5. Rifleman	22.0	ABC	Procter & Gamble

WEDNESDAY

1. Wagon Train	28.5%	NBC	Ford
2. Perry Como	24.7	NBC	Kraft
3. Price Is Right	22.7	NBC	Lever Brothers
4. I've Got a Secret	21.9	CBS	Bristol-Myers
5. Circle Theatre	21.6	CBS	Armstrong Cork

THURSDAY

1. The Untouchables	27.0%	ABC	Liggett & Myers, Whitehall, Armour, Union Carbide
2. Real McCoys	24.1	ABC	Procter & Gamble
3. My Three Sons	21.6	ABC	Chevrolet
4. June Allyson	20.4	CBS	DuPont
5. Zane Grey Theatre	20.1	CBS	S. C. Johnson

FRIDAY

1. 77 Sunset Strip	28.0%	ABC	American Chicle, R. J. Reynolds, Beecham, Whitehall
2. Twilight Zone	22.1	CBS	General Foods
3. Route 66	21.7	CBS	Philip Morris
4. The Detectives	20.5	ABC	Procter & Gamble
5. Rawhide	20.1	CBS	Nabisco, Bristol-Myers, Parliament

SATURDAY

1. Gunsmoke	28.9%	CBS	Liggett & Myers
2. Have Gun, Will Travel	28.4	CBS	Lever Brothers
3. Checkmate	26.3	CBS	Brown & Williamson, Lever Brothers
4. Perry Mason	24.3	CBS	Colgate, Drackett
5. Lawrence Welk	21.6	ABC	Dodge, J. B. Williams

*—Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

Something Missing



... like California without the Billion-Dollar Valley of the Bees



- THE SACRAMENTO BEE
- THE MODESTO BEE
- THE FRESNO BEE



- Actually, total effective buying income of more than \$3½ billion
- Twenty-seven booming Counties with greater food sales than each of 25 States

If you are advertising in California remember that the great inland Valley of this State is a

separate market with its own area newspapers. **THE THREE BEES.** Nothing in print sells inland Valley families like The Fresno, Modesto and Sacramento Bees . . . edited for local interest . . . potent for local sales.

Data Source: Sales Management's 1960 Copyrighted Survey

M^oCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE

Three types of discounts: McClatchy gives national advertisers discounts on bulk . . . frequency . . . or combined bulk-frequency. Check O'Mara & Ormsbee for details.

PERSONNEL CHANGES

DEC.

- 13: Assn. of National Advertisers, Trade Support Workshop, The Plaza, New York.
- 28-30: American Marketing Assn., Coronado Hotel, St. Louis.

JAN. 1961

- 6: American Marketing Assn., Marketing Management Seminar, University of Toronto, Ontario.
- 15-18: Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.
- 26: Assn. of National Advertisers, Advertising Evaluation Workshop, The Plaza, N. Y.

FEB.

- 1: Advertising Federation of America, Statler-Hilton, Washington, D. C.
- 14-15: Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Ambassador, Chicago.
- 16: Business Publications Audit of Circulation, The Biltmore, New York.

MARCH

- 2: Associated Business Publications, Hotel Roosevelt, N. Y.
- 12-17: Associated Business Publications, Management Seminar, Arden House, Harriman, N. Y.
- 16-21: National Federation of Advertising Agencies, Sahara Hotel, Las Vegas.
- 26-30: National Business Publications, El Mirador, Palm Springs, Calif.

APRIL

- 20-22: American Association of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

MAY

- 4-6: Associated Business Publications, The Homestead, Hot Springs, Va.
- 28-31: Advertising Federation of America, Park Sheraton Hotel, Washington, D. C.

JUNE

- 19-21: American Marketing Assn., Ambassador Hotel, Los Angeles.

NAME

FORMER COMPANY
AND POSITIONNEW COMPANY
AND POSITION

Agencies

Eugene A. Accas	Grey Advertising, Inc., V.P., Assoc. Media Dir.	Grey Advertising, Inc., V.P., Network Relations
Lawrence Butner	Albert Frank-Guenther Law, Chief Time Buyer	Albert Frank-Guenther Law, Mgr., Radio-TV Dept.
Lee Currin	Benton & Bowles, Inc., V.P., Assoc. Media Dir.	Benton & Bowles, Inc., V.P., Mgr., Media Dept.
Eloise T. Davies	Martin R. Klitten Co., Space Buyer	Jack Packard Advertising, Glendale, Cal., Media Dir.
Bruce M. Dodge	Weiss & Geller, V.P., Radio-TV	North Advertising Inc., Exec. V.P., N. Y.
Jeffrey Fine	Doherty, Clifford, Steers & Shenfield, Inc., Time Buyer	Wexton Company, Inc., Chief Time Buyer
William J. Ham	Publicker Distillers Products, Inc., Media Mgr.	J. M. Korn & Son, Inc., Phila., Media Dir.
Davie H. Haughey	D'Arcy Advertising Co., Chicago, Asst. Media Dir.— Broadcast	J. Walter Thompson Co., Chicago, Assoc. Media Dir.
James R. Heekin	Ogilvy, Benson & Mather, Inc., V.P.	Ogilvy, Benson & Mather, Inc., Senior V. P.
Jack Hill	N. W. Ayer & Son, Inc., Phila., Time Buyer	Ogilvy, Benson & Mather, Inc., Media Resch. Supv.
Philip C. Kenney	Reach, McClinton & Co., Inc., Media Dir.	Reach, McClinton & Co., Inc., V.P., Media Dir.
Wilfred S. King	J. M. Mathes, Inc., V. P.	J. M. Mathes, Inc., Exec. V.P.
Rudy Maffei	Benton & Bowles, Inc., Asst. Media Dir.	Benton & Bowles, Inc., Assoc. Media Dir.
Randolph T. McKelvey	Young & Rubicam, Inc., Detroit, V.P.	Young & Rubicam, Inc., N. Y., Senior V.P.
George Murray	Procter & Gamble, Media Mgr.	Ogilvy, Benson & Mather, Toronto, Media Dir., Mktg. Adviser
Roy Passman	J. M. Mathes, Inc., Dir., Radio, TV, Motion Pictures	J. M. Mathes, Inc., V.P., Dir., Radio, TV, Motion Pictures
Roeland Jan van Emmerik	Lennen & Newell, Inc., Assoc. Media Dir.	Geyer, Morey, Madden & Ballard, Inc., Assoc. Media Dir.

Advertisers

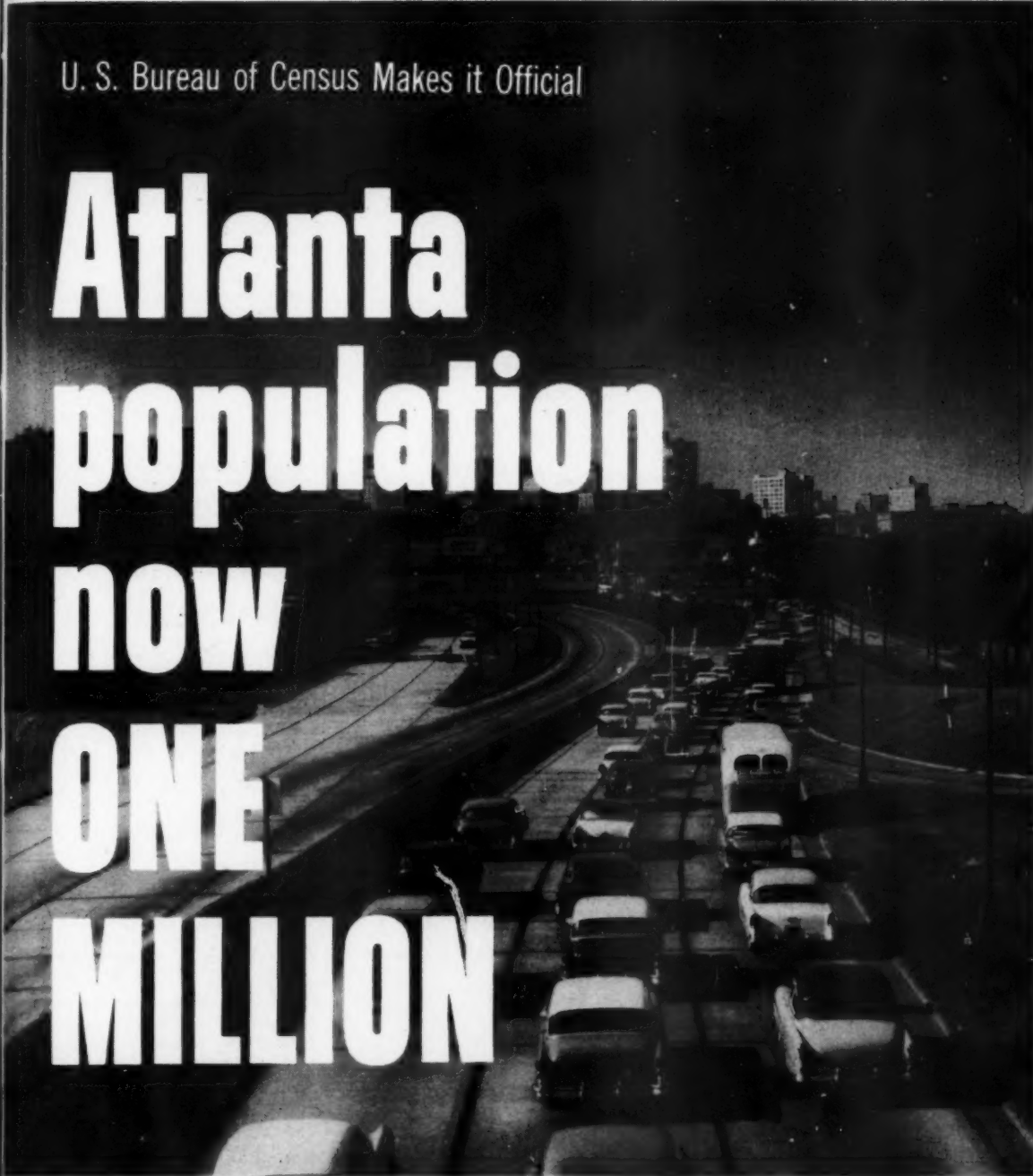
Warren J. Boorum	Radio Advertising Bureau, V.P., Dir., Member Service	Metropolitan Broadcasting Corp., Dir., Advg., Promo.
Robert H. Braun	Pepsi-Cola Co., Asst. Dir., Advg.	Corn Products Co., Best Foods Div., Advg. Mgr.
Shepard Chartoc	Gordon Best, Chicago, V.P., Radio, TV Dir.	Helene Curtis Industries, Chicago, TV, Radio Coordinator
W. Rowell Chase	Procter & Gamble, V.P., Soap Products Div.	Procter & Gamble, Exec. V.P.
Arthur O. Dietrich	Minneapolis-Honeywell Regulator Co., Minn., Dir. Advg., Sls. Promo.	Minneapolis-Honeywell Regulator Co., Phila., Mgr., Advg., Sls. Promo., Industrial Operations
Sherwood Dodge	Warwick & Legler, Inc., V.P., Mktg.	Colgate-Palmolive Co., V.P., Dir. Mktg., Toilet Articles Div.
Ross R. Millhiser	Philip Morris, Inc., V.P., Asst. Chief, Operations, Asst. Dir. Mktg.	Philip Morris, Inc., V.P., Dir. of Mktg.

Media

Edward P. Harvell	Shell Oil Company, Broadcast Media Supv.	Avery-Knodel, Inc., Television Representative
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U. S. Bureau of Census Makes it Official

Atlanta population now ONE MILLION



There are now over one million men, women and children in Metropolitan Atlanta. Newcomers are arriving by plane, train, car and stork at the rate of 516 per week. Atlanta is the dynamic, hard-working, good living heart of the vast region served by WSB Radio and WSB Television.

First stations in the market, both WSB Radio and WSB-TV have consistently led their competition in audience and in meaningful awards. To sell the great and growing Atlanta market your advertising belongs on the WSB stations.

ATLANTA'S
WSB RADIO
WSB-TV

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV. Charlotte; WHIO/WHIO-TV, Dayton.

Media/scope, December 1960

INDUSTRIAL NEWS

3 PAPERS—3 ZONES
for bullseye coverage
of 14 Western States

FOR DATA FILE—WRITE
P. O. Box 3631
Los Angeles 54, Calif.



**WE'RE ORDERING
MORE PAPER FOR THE
1961 AIRCRAFT & MISSILES
HANDBOOK ISSUE**

Got to. It will contain specs
on more types of engines,
more types of aircraft and
more missiles than ever be-
fore. Also, lots of advertis-
ing...a bigger issue all
around.

Be sure you're in for '61. See page 10

M/M

...the leader
in its field

measures 1. worth
up on **PAYING FOR**
all three 2. worth
counts: **READING**



3. worth
**YOUR CLIENTS'
ADVERTISING DOLLARS**

a tried and proved friend
of conservative Protestants
for 60 years...

The worth of a religious magazine to its readers is a valuable measuring stick for media men. When people want to read it (MOODY MONTHLY's aver. net paid for six months, 97,353—proves they do), it must fill a real need in their lives, and they have confidence in its editorial columns.

And when it goes into almost 100,000 homes and reaches leaders who are active in more than 60,000 conservative Protestant churches—it becomes an important buying influence in the church market. Advertisers are finding this to be the case—lineage is running well ahead of 1959.

As you plan media lists for the months ahead—make sure MOODY MONTHLY, the leader in its field, is on your schedule.

LAWRENCE ZELTNER, advertising manager

MOODY MONTHLY

820 N. LaSalle Street • Chicago 10, Illinois

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available January 12th from SRDS . . .

*the only
single reference
for detailed data
on circulations
and markets
of all
U.S. daily
newspapers*



to supplement SRDS' Newspaper Rates and Data

4th annual edition of the most comprehensive compilation of all U. S. morning, evening and Sunday newspaper circulations and market data ever published in one volume. 300 pages of current data in efficient, time-saving format. A basic and exclusive reference tool asked for by buyers of newspaper space. New, completely revised edition includes population and household data based on latest Bureau of Census reports, new Standard Metropolitan Statistical Areas as defined by Bureau of the Budget, plus a new feature—metro area state summary sections. All material prepared and verified by IBM process through SRDS Automation Services Division. Circulations based on ABC Audit Reports as of November 15, 1960, or on sworn statement from non-ABC papers. Printed on index stock—spiral plastic binding. Size: 10" x 13".

STATE SUMMARIES—
ABC CITY ZONE CIRCULATIONS
total and C/Z; percent of total in
C/Z; magazines, comic supplements
carried.

GEOGRAPHIC DISTRIBUTION
county-by-county circulations/relation
to households; Metropolitan Statistical
Area circulations/relation to
households; magazine and comic sup-
plements by counties and metro areas
by carrier paper.

*TOTAL U. S. CIRCULATIONS

SRDS CONSUMER MARKET DATA

Households, Population, Retail Sales—by totals and % of U. S.; Food Sales,
Drug Sales—by totals.

ORDER NOW

MAIL COUPON

Automation Services Division
Standard Rate & Data Service, Inc.
201 Old Orchard Road, Skokie, Ill.

Please enter our order for the following copies of the new 1961 edition of
SRDS Newspaper Circulation Analysis. Send your bill to the undersigned for
copies which I understand will be shipped prepaid January 12, 1961.

Copies of the complete, bound, national edition, with
explanatory pages, at \$65 per copy

Copies of the following unbound state sections with
explanatory pages at \$10 per state

List states required

Signature Title

Mail Copies to:

Company Name

Business Address

City Zone State

RESPONSIBILITY FOR OPINIONS HEREIN

TO WHAT EXTENT is MEDIA/SCOPE responsible for the opinions expressed in its pages? This question is of some interest to both our primary readers, the buyers of advertising, and to our secondary readers, the sellers of time and space. It may be examined more readily if this responsibility is related to three areas of editorial content.

Staff written items. Naturally, MEDIA/SCOPE is responsible for opinions expressed in all items written by members of its staff.

Contributed items. Here the problem is a bit more complex. In general terms, no contributed items are accepted unless they seem sound from the points of view of original premises and subsequent reasoning, although sometimes this soundness may lie largely within the context of the author's own experience. Moreover, any magazine of opinion must be edited within a certain philosophical framework, otherwise it would be merely a potpourri of miscellaneous items, a bit of motion without much direction. Generally, therefore, it may be said that any contributed item is considered by the Editors to possess a considerable degree of validity.

But within this philosophical framework there is room for differences of opinion and, let us say, controversy. It has been our observation, however, that much so-called controversy would not exist were all the facts of the matter evaluated objectively. What, for instance, are the areas of controversy in media-buying? Is the rate differential in newspaper advertising one of them, for instance? Here the advertisers want the national rate reduced and the newspapers want to maintain it. But this is not so much a clash of principle as it is a conflict of selfish interests. If advertisers believe they are paying too much for newspaper space, they are always free to use some other medium.

In effect, MEDIA/SCOPE is in general agreement with the thoughts of its contributors, and if these thoughts may occasionally be disturbing to readers, it believes that such stimulation may serve a useful purpose.

A special area of contributed articles is comprised by the signed departments, such as those by Miss Ziegler and Messrs. Sawyer, Kaufman, and Wasko. These persons are specialists in their fields, and are allowed to express their personal opinions. However, being specialists in the

professional sense and writing for a technical and professional publication, they do not take points of view that are either capricious or ill-founded.

Reports of surveys and studies. An area where MEDIA/SCOPE cannot assume responsibility is in the opinions expressed by persons who are interviewed in special studies or surveys. In reporting such studies, however, we seek to give them prominence in proportion to the importance of their findings, and in cases where it is feasible, to comment upon them. There are so many such studies, however, that mere reporting rather than interpretation is often all that is possible.

A case in point is a survey mentioned elsewhere in this issue in which media buyers were asked whether in their opinion print advertising rating services were based upon samples which are representative of circulation. Most of them did not believe this to be the case. We have heard this criticism of rating services for the past quarter century, and have never put much stock in it. Clients hardly ever seem to understand the possible statistical reliability of small samples; they appear to think in thousands. Those who make such criticisms seldom ask: (1) How a larger sample would affect the reliability of the results for the purposes to which they want to put them; and (2) Whether they would be willing to pay for the larger sample. Such probing as has been made into these complaints often develops the fact that the complainants would not be willing to pay for a more extensive survey because the more refined results would not be worth the additional expense to them.

There are many other surveys of this kind which plumb the opinions of people. The results may be interesting as indicating the knowledge or ignorance of the respondents, but they are not necessarily valuable as indicating the merits of the subject that is being discussed. However, they may be significant merely as representing the opinions of respondents, whether that opinion is right or wrong.

This discussion does not relate to the legal liability of a magazine if it publishes material that is libelous or which constitutes an invasion of privacy.

In summary, the staff-written discussions, contributed items, and reports of studies and surveys seek to reflect the trends and truths in today's media buying faithfully and to include controversies where they do exist.

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Source: S

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Media/scope's

Advertising Cost Index

Reported by Media/scope's Research Department

Ad Rate Changes:

October 1959 to October 1960

100 \$104.82



Business Publications

In October 1960 the advertiser had to add \$4.82 to every \$100 expended for space to duplicate the average business publication advertising campaign of October 1959. Circulation was up 1½ per cent. Cost-per-thousand circulation had increased almost 3½ per cent.

100 \$108.92



Consumer Magazines

Space costs in the average consumer magazine advertising campaign of October 1959 had increased 8.9 per cent by October 1960. During this 12-months' period, circulation went up 4 per cent and cost-per-thousand circulation rose about 4½ per cent.

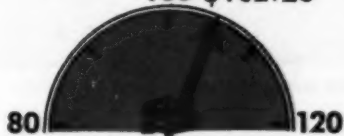
100 \$102.76



Daily Newspapers

To duplicate the average daily newspaper campaign of October 1959 in October 1960, the advertiser had to increase his allowance for space costs 2.76 per cent. Circulation rose ½ of one per cent and cost-per-million circulation rose about 2 per cent.

100 \$102.26



Spot Radio

For every \$100 invested for time costs in a typical national spot radio campaign in October 1959, the advertiser had to add \$2.26 to repeat this schedule in October 1960. Last fall spot radio rates were 2 per cent above rates in the fall of 1958.

100



Spot Television

On the average, the advertiser's \$100 allocation for national spot television time in October 1959 had increased to \$108.23 by October 1960. By comparison, television time rates had increased over 12 per cent between October 1958 and October 1959.

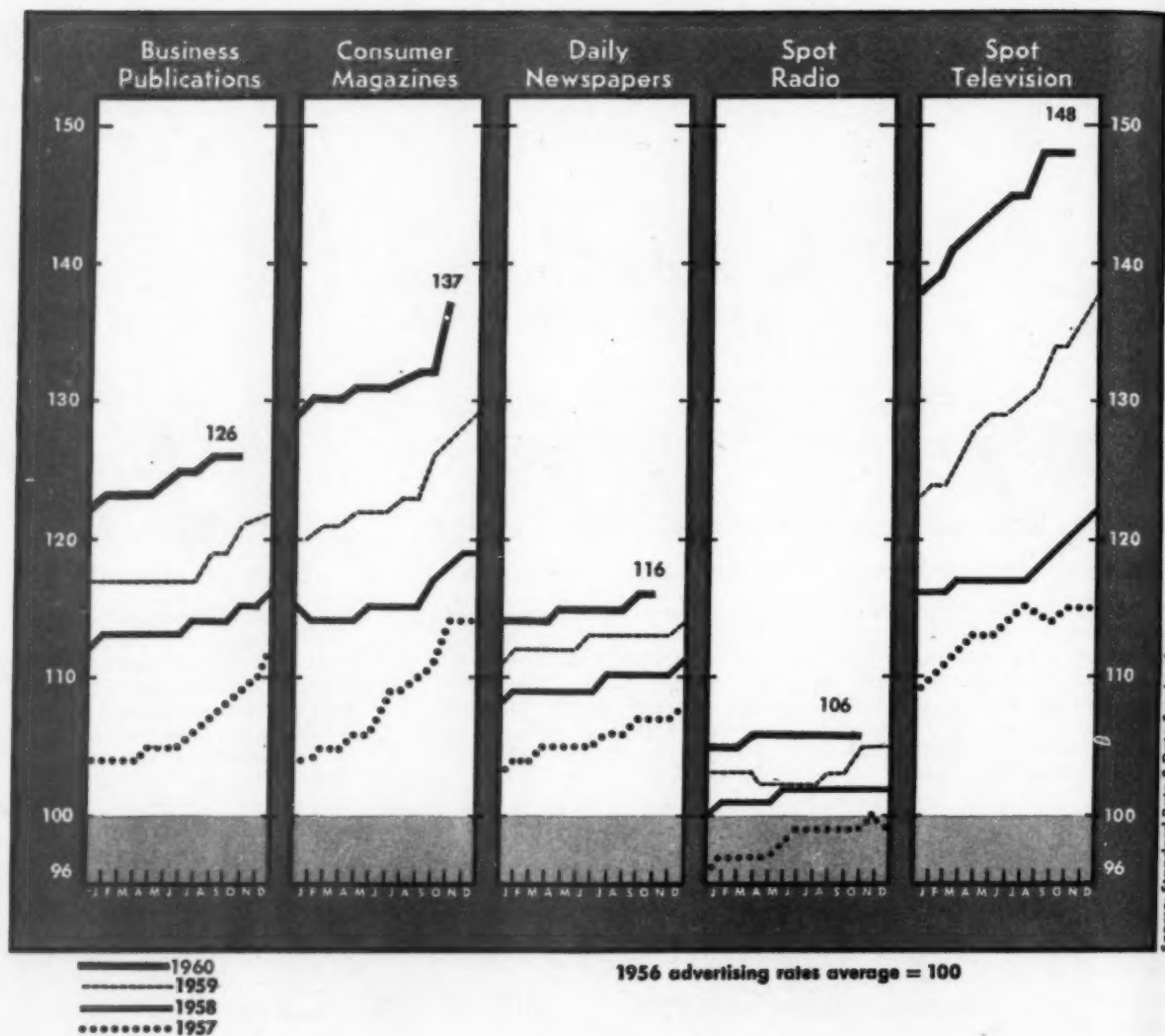
Note: in all meters \$100 = unit cost for October 1959

Source: Standard Rate & Data Service, Inc.

Charts and meters may not be reproduced without written permission.

Ad Rate Indexes:

Long-term Trends



Business Publications

Page rates in a typical business publication advertising campaign were 26 per cent higher in October 1960 than during the 1956 base period. Circulation had gone up 15 per cent, and cost-per-thousand circulation had risen 9.5 per cent since 1956.

Consumer Magazines

To conduct a consumer magazine campaign in October 1960 in the same representative publications used in 1956, the advertiser had to increase his allowance for space costs 37 per cent. Since 1956, circulation had risen 17 per cent and cost-per-thousand 17 per cent.

Daily Newspapers

National advertising display rates of daily newspapers in October 1960 continued at 16 per cent above the average rates of 1956. Circulation was 3 per cent above and cost-

per-million circulation was 12 per cent above averages in 1956—levels comparable to the two preceding months.

Spot Radio

In October 1960 published spot radio national time rates continued at 6 per cent above the 1956 level. This carried forward the leveling-off trend which began earlier this summer. Previous sharp rises occurred in April 1960. This represented a peak in radio rate increases which began in summer 1959.

Spot Television

Spot television prime national time rates in October 1960 were 48 per cent higher than rates during the base year. They had risen over 18 per cent since January of 1960. Between January and October 1959, rates rose 12 per cent. In general, spot TV rates have continued to rise.

ATLANTA:

The Market and Its Media

*How the Market and its Media are affected
by population changes between 1950 and 1960.*

THE MARKET

Population of metro area up 42 per cent since 1950.

Both Atlanta city and suburbs growing.

Distribution and financial hub of Southeast, Atlanta area first in region to reach 1 million population.

28 per cent of population gain from influx of persons from outside Georgia.

Retail sales jump 75 per cent in decade.

Downtown shopping district maintains importance.

Twelfth Negro market in U. S. in population, tenth in Negro family income.

THE MEDIA

Newspaper circulation growing fast.

In TV advertising revenue, Atlanta ranks No. 24 in U. S.

Radio gains from population growth, longer driving hours, outdoor living, diversity of programs.

Outdoor increases quality rather than number of panels, stresses flexibility.

Transportation advertising revenue up 39 per cent, largely from outside bus displays.

38 national magazines increase circulation 52 per cent in metro area.

(Continued next page)



FAST GROWING ATLANTA, population, 1,019,400, had a three-county metro area in 1950. Today it's five counties and Atlantans say their city is "just starting to grow."

WHAT'S HAPPENING IN ATLANTA? What's happening to Atlanta as a market? What's happening to its media?

These are questions which MEDIA/SCOPE asked about this great market, and which it will ask—and answer—about other of the country's great markets. Here are the answers that MEDIA/SCOPE found after an intensive on-

the-spot
concern
and med
reflected
People
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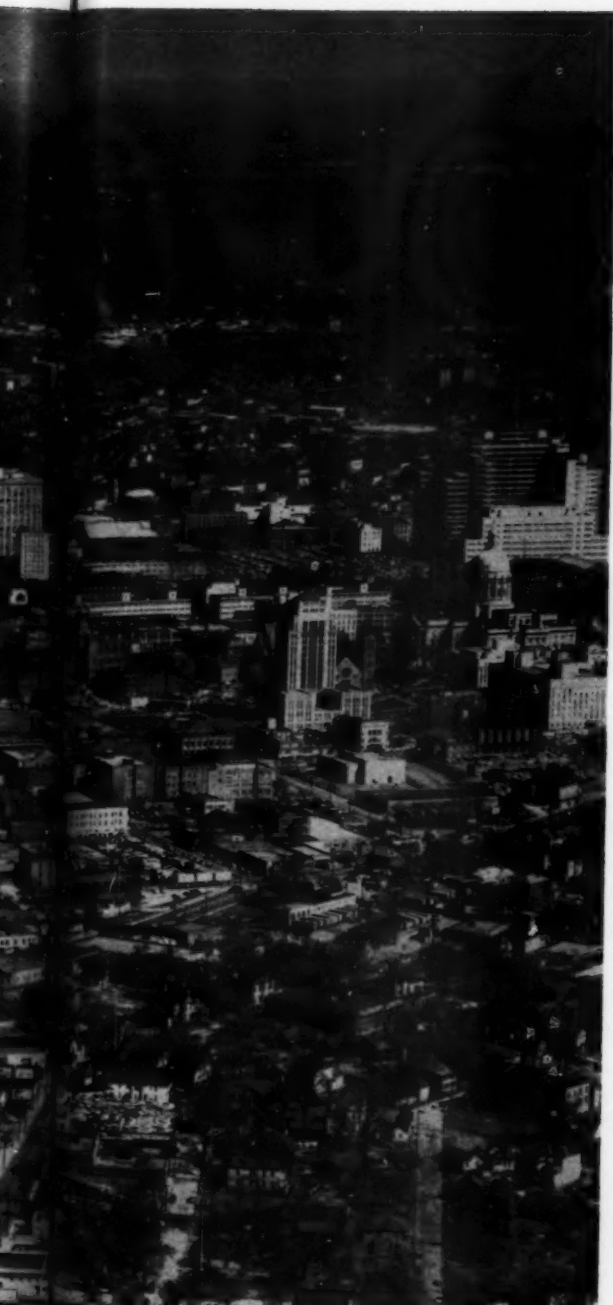


Photo by: Fairchild Aerial Surveys, Inc., New York

the-spot study in Atlanta. The questions and answers are concerned especially with the changes caused in markets and media by the gains and shifts in population that are reflected in the Census reports of 1950 and 1960.

People are moving out of Atlanta's central city to the suburbs, and this is a phenomenon found in other metropolitan areas. But the numbers of people who leave At-

lanta are more than offset by those who arrive and by births, so that the central city continues to grow. White-collar and skilled workers from Georgia's other communities are moving to Atlanta, as is displaced labor from Georgia farms. There is also a large influx of new residents from the Northern and Western parts of the U. S. Only half of metro Atlanta's growth since 1950 is from births. The other half is from migration, 28 per cent of it from outside Georgia.

Many of the new residents are management men, sent from Chicago, Cleveland, Pittsburgh, to run the 4,000 branch sales offices, inventory centers, and plants of national firms doing a booming business in Atlanta.

Distribution Hub of Southeast

They come because Atlanta is the financial and distribution hub of the Southeast. Hub, because from this center, Ford, Chevrolet, Chrysler, and other automotive giants supply 13 states. Because appliance marketers, Philco, Hotpoint, Whirlpool, cover 15 states. Soft goods, too, food and drugs; services—insurance and banking—also make Atlanta headquarters for the entire Southeast.

Twenty-five advertising agencies have headquarters there, and another eight, based elsewhere, maintain offices there. They've all helped to make Atlanta the twenty-third market in population and the seventh fastest growing city in the U. S.

Just 14 months ago, Atlanta became the first city in the Southeast to reach the one-million mark . . . and hit it 11 months ahead of an enthusiastic 1952 prediction by the Chamber of Commerce.

According to the 1950 census, population of the five counties in today's metro area was 718,600. Today, it's 1,019,400 . . . up 42 per cent. Growth of the central city has been impressive, too, but does not match that of mushrooming suburbia. Central Atlanta in 1950 had 349,200. Today it has 486,300.

These are numbers, but to advertisers they mean more than the raw figures, because the people they represent now have more money to spend.

Higher Incomes

Average salary of Atlantans employed in manufacturing today is \$80.20, against \$49.65 in 1950. But manufacturing is just one facet of Atlanta's economic progress . . . though in ranking of industrial markets by value added to manufacture, Atlanta rose from sixty-fourth place in 1947 to forty-eighth in 1958 . . . putting the city among what *Dun's Review* calls the dozen "outstanding climbers in the nation."

Source of Atlanta's income is a diversity of business and services, all growing. And it's the post-war years that have seen the greatest speed in changeover from the old one-crop economy to a diversification of industry and agriculture that has turned the Southeast today into one



of the fastest-growing sections of the country, with Atlanta as its economic capital.

That it is achieving its growth now means that its new plants and warehouses can take maximum advantage of the latest in automation, and that the new segments of its industrial and distribution machine are among the most efficient in the country. This efficiency, too, should carry over into the years ahead.

A Planned Growth

For while Atlanta's central city and much of its existing plant prior to 1950 grew along lines of least resistance, the new plants, sales offices, and warehouses are not spreading haphazardly. Most of the new ones are laid out within 17 designed industrial districts, along existing railroads or their spurs, and along the rights-of-way of three completed and five planned industrial boulevards, linking rail to trucking routes.

Already within these industrial districts are the South-

ern branch plants and warehouses of some of the biggest names in industry — General Motors, Sylvania, Owens-Illinois, Eastman Kodak — just a few among the 1,675 plants helping to employ Atlanta's 400,000 breadwinners.

Retail Buying Power

Each person they support is worth more to today's advertiser. Atlanta's per capita retail buying in 1958 was \$1,304. In 1948 it was \$1,017. The same 10 years saw Atlanta's retail sales jump 75 per cent, a 27 per cent greater rise than that of the U. S. as a whole.

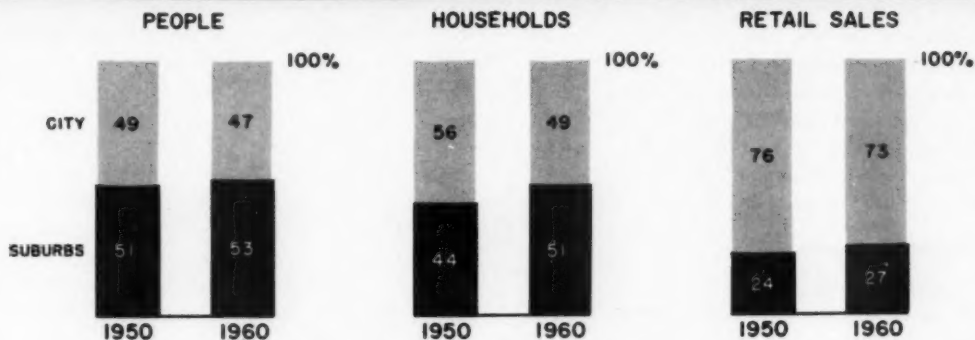
Atlanta had but one shopping center in 1947, built around one supermarket. Today there are 50 in the Atlanta area.

Of the 50 now in business, 14 have a junior department store as principal tenant, and four are centered around a variety store. One, Lenox Square, is built around branches of Atlanta's two leading department stores.

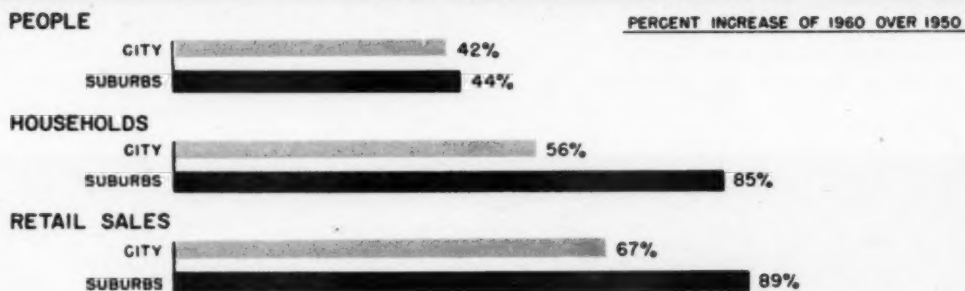
But no matter how far out the suburbs and their new

Growth of Atlanta And Suburbs ▶ 1950-1960

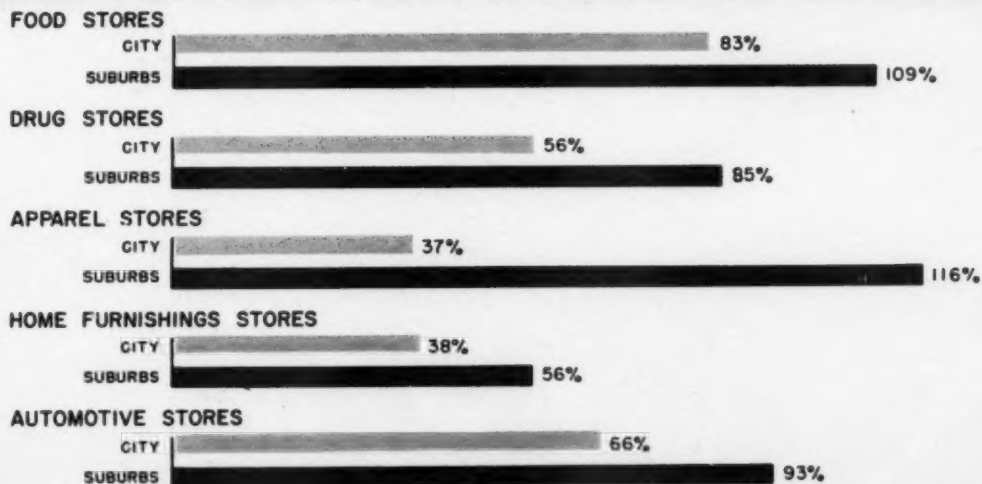
PEOPLE AND PURCHASING



GENERAL GROWTH PATTERN



RETAILING GROWTH



(Charts by Brad Flint—Chartistics)

shopping centers spread, Atlantans, and residents of many counties outside the metro area, too, still shop downtown, not for groceries, but for the same things that make Fifth Avenue a Mecca for Westchesterites.

Atlanta's retailers do not dispute nor describe as atypical Federal Reserve data for the week ending July 2. These data show metropolitan Atlanta's department store sales up 15 per cent and sales in central Atlanta off 3 per cent. But they do count on Atlanta media to pull shoppers downtown, even from counties closer to Augusta, Macon, or Rome than to Atlanta.

Atlanta-oriented Shoppers

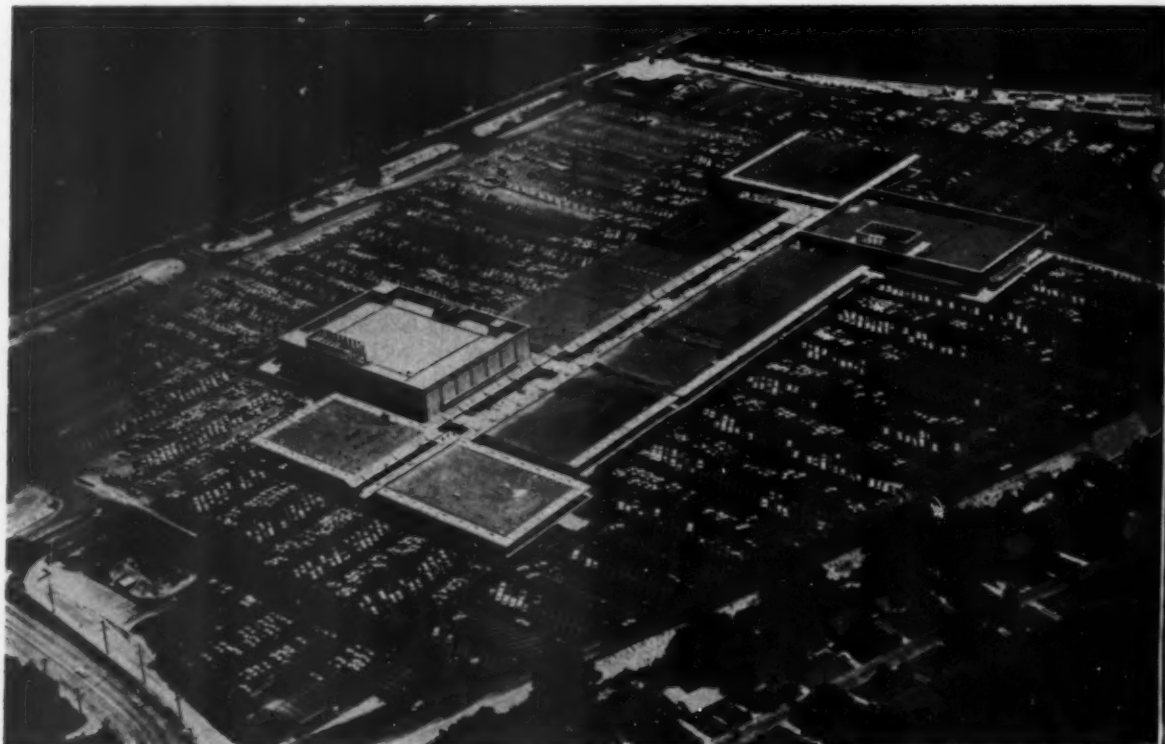
Thus, among the reasons Atlanta retailers and media have suffered no significant declines in downtown business is the claim that "most of North Georgia's people are Atlanta-oriented, whether they're from Troup County or from Lumpkin." Says one agency media executive, "You can't tell whether they come because they saw it in the *Constitution*, or because it's at Rich's, or just because they want to come to Atlanta. But they sure come."

They come to work and they come to shop in downtown Atlanta. There, during September alone, seven buildings

of 12 stories or more were in various stages of construction. In 1955, more off-street parking spaces were built by private capital than in any other U. S. city. Today there are 23,500 such parking spaces, many in vertical tiers in multi-story buildings devoted exclusively to parking.

Another element working for downtown is that even the shoppers from beyond the metro area have more money to spend. This is because the old marginal farm labor—who "did so poorly" that even their landlords lost money—have left their tiny tracts, headed either out of state, for Atlanta, or for one of the other population centers such as Macon or Columbus, also growing fast. In these centers they do much better, with jobs in construction or industry. The land owner, meanwhile, sold the tracts to mechanized operators or timber interests, whose fewer employees can reap more profit farming more land in less time, and who, themselves, have become a smaller but economically stronger market for many of Georgia's cities.

Finally, the reason that all Atlanta media benefit from growth of Atlanta's own suburbs is that the people who are making the cash registers ring in the new shopping centers "come in the main from population increases



LENOX SQUARE, largest of Atlanta's 50 shopping centers, is built around branches of the city's two leading department stores. In this one center are 52 stores and 6,000 parking spaces. In 1947, Atlanta had but one shopping center, built around one supermarket.

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A FEW of downtown Atlanta's 23,500 off-street parking spaces, many in multi-tiered buildings such as this. Others are in buildings devoted to both parking and to office or retail space.

rather than mere shifts in location from downtown." As for newspapers specifically, there are two, the *Constitution* and *Journal*, under one ownership, both doing well. They do well because their circulation growth has not only kept up, but exceeded the rate of population increase in Atlanta's fastest growing counties.

Newspapers' Growth

Only in Fulton, of Atlanta's five metro area counties has it fallen behind significantly. Fulton is the locale of the central city, and the papers' home county. The area immediately surrounding the heart of downtown is heavily populated with Negroes, who are rapidly expanding their living space beyond this center. They are buying homes in former White residential sections. The former White residents—and newspaper readers—have moved into DeKalb, Cobb, and Clayton Counties, adding to the latter's spectacular growth. (DeKalb accounted for one quarter of all new houses built in all Georgia between September 1957 and September 1958.)

Combined circulation of the *Constitution* and *Journal* in Cobb County has exceeded rate of population increase by a slight margin in spite of the papers' only serious competition in the metro area, the *Marietta Daily Journal*, with a 1959 circulation of 10,028 with which the *Journal* and *Constitution* have had to share audience. Combined

circulation of both papers in Cobb last year was 22,250.

Between 1950 and 1959, daily circulation of the *Constitution* and *Journal* in the entire metropolitan area rose to a combined figure of 289,093, a gain of 21.3 per cent. Sunday circulation of the combined papers rose to 241,077, a gain of 23 per cent.

In addition to the *Marietta Journal*, there are three other dailies, two semi-weeklies, and 30 weekly newspapers within 60 miles of downtown Atlanta. But none is a new paper that has grown as Atlanta has grown. They were already there, serving small towns that 20 years ago were as separate physically from Atlanta as they still are separate legally.

Then there are the shopping throw-aways. These rarely affect newspaper revenue, since they are generally joint efforts of shopping center tenants, promoting individual shopping centers. Since the majority of stores, especially the dominant ones in each center, are members of Atlanta-wide chains, with branches in other centers and often with headquarters downtown, the chain still buys the area-wide newspaper circulation. Thus, while *Constitution* and *Journal* spokesmen don't rule out the future possibility of splitting circulation by means of the limited-area edition, they haven't felt called upon to do it yet.

Television stations, too, benefit from the city's growth.

SPECIAL MARKET REPORT

THE ATLANTA METRO MARKET: 1960 vs. 1950

		Atlanta City ⁽¹⁾	Atlanta Metro ⁽²⁾	Suburbs ⁽³⁾	Per Cent in Suburbs
Population	1960	486,300	1,019,400	533,100	53%
	1950	349,200	718,600	369,400	51%
Per cent of change		39%	42%	44%	
Households	1960	140,080	288,370	148,290	51%
	1950	104,070	184,330	80,260	49%
Per cent of change		35%	56%	85%	
Tot. Retail Sales	1960	\$985,373,000	\$1,349,406,000	\$364,033,000	27%
	1950	617,225,000	810,217,000	192,992,000	24%
Per cent of change		60%	67%	89%	
Food Stores	1960	\$159,491,000	\$ 265,779,000	\$106,288,000	40%
	1950	94,279,000	145,145,000	50,866,000	35%
Per cent of change		69%	83%	109%	
Drug Stores	1960	\$ 29,032,000	\$ 44,894,000	\$ 15,862,000	35%
	1950	20,156,000	28,724,000	8,568,000	30%
Per cent of change		44%	56%	85%	
Apparel	1960	\$ 64,135,000	\$ 74,700,000	\$ 10,565,000	14%
	1950	49,706,000	54,604,000	4,898,000	9%
Per cent of change		29%	37%	116%	
Home Furnishings	1960	\$ 37,147,000	\$ 51,288,000	\$ 14,141,000	28%
	1950	28,021,000	37,086,000	9,065,000	24%
Per cent of change		33%	38%	56%	
Automotive	1960	\$164,458,000	\$ 238,073,000	\$ 73,615,000	31%
	1950	104,962,000	143,128,000	38,166,000	27%
Per cent of change		57%	66%	93%	

SOURCE: Standard Rate & Data Service, July 1, 1960, and January 1, 1950. Data are based on Bureau of Census information, and do not take into account minor changes in classification and interpretation of store types.

(1) City: Atlanta city limits.

(2) Counties for both 1960 and 1950 data: Clayton, Cobb, DeKalb, Fulton and Gwinnett.

(3) Suburbs: Counties listed in footnote (2) above—minus Atlanta City.

And the station that benefits most (as well as the radio station with the largest advertising revenue) is, like the *Constitution* and *Journal*, owned by Atlanta Newspapers, Inc.

The extent of the benefit to all three Atlanta TV stations in 1959, says the FCC and *Television Digest*, was total broadcast income before Federal taxes of \$2,135,306.

This, and other FCC data for 1959, put Atlanta in twenty-fourth place among U. S. markets in total TV

revenue, twenty-seventh in TV broadcast expenses, and twenty-first in income before taxes.

But something happened in this year's second quarter . . . something, however, that Atlanta TV men warn "may be a fluke."

For the first quarter of 1960, according to BAR's National Placement Index, Atlanta, as usual, ranked twenty-fourth in volume of spot units placed by the 25 major "index advertisers" . . . all big national TV spenders with

not coverage of the entire country.

But, for the second quarter, Atlanta suddenly found itself in fifteenth place. Unfortunately no one will ever know whether this was an accident or not, since BAR has just discontinued its National Placement Index, and there will not be any third-quarter report to check against.

Since 1952, according to Nielsen, television penetration in four of the five metro area counties has climbed from 55-65 per cent of all homes to 90 per cent or better.

Atlanta television has since 1950 raised the level of its programming, with more news, less country music, and has raised its power and towers to extend coverage.

This latter move, however hasn't affected coverage of Atlanta's burgeoning population, since it's all within the five-county metro area, though reaching out fast toward some of the inner edges. Thus, the stations hardly need the 63 to 88 counties ARB gives them. These are counties in which 25 per cent of the TV homes view Atlanta stations at least once a week.

For national advertisers, Atlanta TV has made a third move. Every one of its three TV stations, WSB-TV, WAGA-TV, and WLW-A, now has a single rate.

Since all three are net affiliates, it's in local programming that most of the effort has been made to upgrade, and thus meet the needs of the better-educated groups that have poured into Atlanta over the past decade.

Radio Is Successful

Television, however, isn't the only broadcast medium in Atlanta that makes money. When run right, profits can drive a radio station's value from scratch to \$1,850,000 inside of 12 years. That's what *Esquire* paid Robert W. Rounsaville for WQXI, first station bought by the publisher, after looking at some 150 properties in 50 top markets. And WQXI is only one of Atlanta's many profitable radio operations.

There are 14 radio outlets in Atlanta. Many of them seem to be in constant ferment, looking for better combinations of music, news, and service.

Radio's ferment has taken place within an ever-changing pattern of steady population growth and steady rise in the level of listening tastes.

The pattern includes double shifts at three major plants, stretching out driving times. But perhaps the most effective stretcher of driving times, since no city's expansion comes without growing pains, is the daily double traffic jam, tying up the thousands of workers with regular hours who converge on downtown between 7:00 and 9:00 A.M., and who, again, try to leave anywhere from 4:30 P.M. on.

Add to the changing pattern the declining influence of the radio networks; increased outdoor living, good in Atlanta from April through September; and increased boating on the two new man-made lakes, Altoona and Lanier, whose combined coastlines are said to make At-

Combined Daily Newspaper Circulation In Atlanta Area

County	1950	1959
Fulton	214,248	181,844
DeKalb	4,592	71,962
Cobb	11,791	22,250
Clayton	3,315	7,761
Gwinnett	4,405	5,276

lanta the largest inland boat market in the U. S. Of course, there is increased driving to reach these lakes.

Finally, changes in programming to meet these changes in listeners' living habits have, on some stations, been made under the aegis of some of the most successful station group owners in the country, Bartell, Plough, Rounsaville.

Tale of Two Stations

The dominant station, in both Atlanta and in the outer counties, is WSB. This station had always been strong throughout North Georgia. When NBC's radio network was riding high, WSB was its leading Georgia affiliate and took 95 per cent of its revenue from the network or from national spot.

Between 1948 and 1954, NBC Radio and WSB's national revenue dwindled, and the station changed its programming to "become more localized while still keeping its listeners in the outer counties." It did this by giving the new mechanized farmer news of all North Georgia and technical data on everything from weather to soil. To his wife, "with her heart in Atlanta," the station gave the cosmopolitan entertainment that only Atlanta offered, and which appealed to city families, too.

Today, local and regional accounts bring in 20 to 30 per cent of the station's revenue in spite of the highest rates in town. What's more, national revenue is coming back, too, in the form of national spot.

The only other Atlanta station with 50,000 watts has more physical power today to reach the outer counties than it had in 1950. But it's doing it with the same country music and gospel it programed then. Meanwhile, much of its former sizable rural audience has moved to Atlanta and to other population centers. These centers have their own country music stations, not with 50,000 watts, but

Television Homes In Atlanta Area

County	Spring 1952			January 1960		
	Total Homes	TV Homes	Per Cent Homes With TV	Total Homes	TV Homes	Per Cent Homes With TV
Fulton	136,600	75,630	55%	163,700	148,820	91%
DeKalb	41,500	26,470	64%	64,400	58,770	91%
Cobb	17,900	10,390	58%	29,900	27,530	92%
Clayton	6,410*	ND	ND	12,600	11,350	90%
Gwinnett	9,250*	4,390	47%	9,400	7,610	81%

Source: A. C. Nielsen

*Media/scope estimates
ND: No data

with all it takes to cover their own towns.

In any event, what all the ferment has done for Atlanta is to provide something for every conceivable degree of listening taste, at least until sundown. And while all but six of Atlanta's stations go off the air then, there's still plenty of choice at night—plenty for the contest and stunt fan, for the gospel lover, for the devotee of relaxed listening, and, if he has an FM set, for the more intellectual.

Status of Outdoor Advertising

Atlanta's outdoor plant has just one more 100 showing today than it had in 1950. That's 48 more panels. Thus, outdoor's story here is one of increased quality rather than quantity.

But, in terms of audience, outdoor, like all other media, benefits from the multiplying population—even that of outer Gwinnett—simply because these people have to drive or ride to work or shop downtown, where the majority of showings are concentrated. However, unlike other media, outdoor can claim audience only where the panels are. And they don't have many in outer Gwinnett as yet.

Everything that helps downtown Atlanta helps outdoor, everything from the 23,500 off-street parking spaces that help draw traffic downtown, to the tie-ups caused by that traffic, the traffic that everybody hates, but which is both symptom and symbol of downtown's vitality. Traffic means more potential viewers, and, because it's jammed, it has to move slowly past every panel.

All the panels aren't downtown, fewer today, in fact, than in 1950. Then, only 39 per cent of Atlanta's standard panels were beyond a two-mile radius of Five Points. Today, 54 per cent of all Atlanta's panels are beyond this

line. This is the result of decentralizing the plant to include new markets that crop up as Atlanta expands, covering approaches to shopping centers, for instance.

Another indication of improving quality is that Atlanta's plant has had its space position value increased from 8.6 in 1950 to 9.2 today. Still another is less competition today for attention from adjacent panels. Average number of posters per location has dropped from 2.1 in 1950 to 1.58 this year. And cut-out rotary painted bulletins number 19 today, against none 10 years ago. Also, 58 per cent of today's showings are illuminated, compared to 34 per cent in 1950.

Perhaps the most important quality improvements over the past decade are those that have added to flexibility. Most dramatic example, and one which may be unique in Atlanta, is a concentration-rotation system used in conjunction with concentration of the advertiser's sales crew. Thus, for 30 days, a baker, for example, might deploy every one of his sales supervisors and route men to cover every outlet in one quarter of the city, while, at the same time, every panel in that quadrant of Atlanta displays his message. Then, at month's end, both showings and sales force shift to the next quadrant, replacing and replaced by two other advertisers and their sales teams.

As fast as outdoor's circulation is increased by more efficient placement and greater flexibility, rates climb, trying to overtake the costs that rise still faster. Result is that a cost per thousand of 11.3 cents in 1950 rose to 16 cents this year. Costs come chiefly from keeping up with Atlanta's omnipresent new construction, which constantly evicts existing panel sites and forces rebuilding of some 15 per cent of the entire plant each year.

National Magazines' Circulation In Atlanta Area

County	Reader's Digest		TV Guide		Life			Logk			New Yorker			Saturday Evening Post		
	1955	1959	1956	1960	1949	1955	1959	1950	1955	1960	1953	1955	1959	1951	1957	1959
Fulton	48,661	47,533	4,908	14,179	19,890	23,858	25,390	9,508	14,260	21,988	1,273	1,468	1,702	10,839	14,691	19,424
DeKalb	9,637	11,408	807	1,987	2,466	5,312	6,164	1,219	2,841	5,187	125	132	169	1,785	3,723	5,288
Cobb	4,089	5,241	1,405	2,931	1,150	2,313	3,059	645	1,429	3,123	24	40	49	762	2,061	2,173
Clayton	834	1,337	100	488	167	495	941	108	280	825	2	3	4	82	277	419
Swinnett	869	839	543	502	283	410	387	246	360	547	4	2	3	183	262	241

Transportation Advertising Up 39%

A medium with seemingly tremendous potential in Atlanta is transportation advertising. Says the city's Metropolitan Planning Commission: "We've got to get 75 per cent of 1970's projected traffic load off the expressways to the remaining 25 per cent can move at all. The problem is that Atlanta today is spending most of its money building facilities to move cars—not people."

One plan under consideration now to help untangle the traffic snarl is to build new track parallel to existing railroad lines to get commuters into central Atlanta, and, from there, send them to their office doors via elevated "conveyor," a conveyor belt for people. But this is for the future.

Right now the traffic is already so bad that many commuters park their cars at outlying shopping centers and riding stations and ride the bus to town.

The city fathers, knowing now that the transit company is one of the keys to Atlanta's future, are more friendly to transit operations and needs than they were in 1950, when the city council wouldn't let buses on some highways. And, while government is friendlier to the transit system, the system has become friendlier to advertising, as advertising revenue and the transportation system's share thereof have risen 39 per cent since 1950.

Evidence of this growing affinity for advertising is greater cooperation in merchandising promotions. These can involve taking a bus out of service for a whole day and more, so that an advertiser's sales force can go calling on the bus, with a band or girls or both, visiting retail outlets, demonstrating the product, or distributing samples to customers and balloons to their kids.

Of the 400,000 persons who enter downtown Atlanta

daily, 55 per cent go by bus. While there were 492 trolleys and buses in Atlanta in 1959, compared to 629 in 1950, advertising revenue is up from \$64,959 in 1951 to \$103,522 last year. This 39 per cent rise is attributed not to more passenger miles, which dropped from 17,070,910 to 16,224,000 over the decade, but to introduction of outside bus displays in 1952.

But, while fewer Atlantans are riding buses today, those who do earn more and spend more. Among them are some 97,000 working women, with their own earnings of \$198 million a year, who make four round trips a week on buses or trolleys. Of the male riders, 23 per cent are "executives, proprietors, or professional men," and 80 per cent of all Atlanta bus riders own cars.

Magazine Coverage Up

Here's how magazines have increased their circulations in Atlanta:

The 38 national consumer magazines whose county circulation analyses are available for both 1950 and 1960 raised their circulations in Atlanta's metro area from 277,152 in 1950 to 421,093 this year, an increase of 51.9 per cent. This compares to a collective increase of 34.7 per cent for 48 states, a 36.6 per cent increase for the state of Georgia, and a 45.7 per cent increase for the "City of Atlanta."

What happened to some of the leading magazines by county (within the metropolitan area) is shown in the chart at the top of this page.

Even the magazines can't get around Atlanta Newspapers, Inc., owners of the *Constitution*, the *Journal*, *WSB*, *WSB-TV* and *The Atlanta Journal and Constitution Magazine*. The latter is a locally-edited Sunday supple-

ment which claimed 79.5 per cent coverage of Atlanta's metro area in 1958. This compared to 22.6 per cent for *Reader's Digest*, 11.8 per cent for *Life*, and 9.7 per cent for *Look*.

The *Journal and Constitution Magazine* may eventually face some competition from a newcomer, *Play/South*, just getting off the ground in Greensboro, North Carolina. The magazine will be a promotional publication for the South's recreational facilities and resorts, with circulation limited to those earning \$15,000 and more.

But this, again, is for the future. Right now, among locally-edited supplements, the *Journal and Constitution Magazine*, with 799,129 lines of display advertising, ranked fourth in this category for the first seven months of 1959, trailing only the *Los Angeles Times*, *New York Times*, and *Chicago Tribune* magazines.

According to Select Magazines, who have no figures before 1958, 44 supermarkets in that year carried magazines in the Atlanta area. By 1959, 102 supers were in the magazine business.

Today 59 magazines either have Southern regional editions or offer split runs in the South.

Rich Negro Market

Atlanta's Negro market is a story in itself.

While Atlanta is twenty-third market in total population, it is the twelfth Negro market in the U. S. and tenth in median Negro family income. This \$4,000 median also puts Atlanta at the top among Negro markets in the South. However, though the Negro population today is one third of Atlanta's total, and still growing, it is not growing so fast as the White segment.

The strides Atlanta's 260,000 Negroes are making economically and educationally are impressive. This is not to say that the "misery belt" within eight blocks of Five Points has been entirely eliminated by the urban housing and expressway exits that are, nevertheless, making big holes in it. And it is not to say that Atlanta's five Negro colleges have educated the city's 54,000 Negro illiterates.

But, in Fulton County, where practically all of Atlanta's Negroes live, within a six-mile radius of Five Points, there were two Negro high schools in 1950. Today there are six. In the same decade the collective student body of the five Negro colleges has grown from 4,000 to 6,000.

Around these colleges, just west of downtown Atlanta, has mushroomed one of the finest Negro residential areas anywhere, including the mansions of five Negro millionaire families. One belongs to L. D. Milton, whose bank, among the depositories of both the City of Atlanta and the State of Georgia, represents two Negro firms handling mortgage loans. These have been so successful that today a Negro with the right income can get a mortgage from almost any bank in Atlanta. They have the homes to prove it, too—homes bought from Whites who have helped swell the populations of DeKalb, Cobb, and North Fulton.

Here is what has happened to Negro income in Atlanta according to the *New York Times*.

In 1949, only 8,089 Negro families earned more than \$3,000. By 1956, 22,092 Atlanta Negro families were above this bracket. And in the \$7,000 category in 1956 were 2,305 Negro families—a 482 per cent increase over the 396 who earned that much in 1949. Finally, in the same period, Negro income in Fulton and DeKalb increased 40.2 per cent, while that of Whites rose 35.8 per cent, though, of course, from double the base.

Such rises in Negro income are attributed to Atlanta's tremendous physical growth. This has caused such a labor shortage that Negro manpower is welcomed on assembly lines and construction projects, to work shoulder to shoulder with Whites.

But while the assembly line may be integrated, one radio station, WAOK, says that one way it works for loyalty of its Negro listeners is to segregate commercials.

Example: WAOK turned down a local cafeteria chain requesting availabilities because it was open to Whites only. The station wouldn't risk losing identity as a medium for advertisers who welcome Negroes as customers. This same station specializes in promotions that will increase its audience's acceptance in the Atlanta community, and today claims "more local advertisers and larger radio allocations from those advertisers than any other station in town." These include everyone from Rich's and Davison's to the local Cadillac dealer. Programing concentrates on gospel and "rhythm and blues."

Another station, WERD, is Negro-owned, and has been programming for Atlanta Negroes since 1948. Oddly enough, WERD was brought under Negro ownership to give jobs to graduates of a radio school opened to train Negro veterans under the G.I. Bill of Rights. The school's owner had to buy the station to prove to the Veterans Administration that his graduates would have a chance to use their training.

Negro Daily Newspaper

In the *World*, Atlanta's Negroes have a newspaper that is one of two Negro dailies in the U. S. Its circulation has climbed 15 per cent since 1950, and as the Negro educational level has risen, has given more space to national and international affairs. Rates have risen 22 per cent over the decade, and local advertisers now account for 75 per cent of the *World's* advertising revenue.

Thus, with the exception of two or three radio stations that have yet to change with the changing tastes of Atlanta's population, all media are profiting from the city's boom. And Atlantans will tell you that their city is just beginning to grow.

Says Mayor William B. Hartsfield:

"... the basic needs for our future growth are being intelligently planned and effectively handled. As the regional capital of the Southeast... Atlanta is now in orbit."

Merry Christmas McCALL'S

35 CENTS
DECEMBER 1960

never before a Christmas issue like this!

LARGEST
AND MOST
BEAUTIFUL
EDITORIAL
CONTENT,
BEST HOLIDAY
STORIES,
MOST FASCINATING
AND PRACTICAL
IDEAS ON FASHIONS,
FOOD,
DECORATIONS,
GIFTS, ETC.,
ETC., ETC., ETC.,
ETC., ETC.,
ETC., ETC., ETC.,
ETC., ETC.,
ETC., ETC., ETC.,



"Never before, a Christmas issue like this"—we promised for December, 1959. This year, for December, 1960, we repeat our promise. When you see this incredibly exciting Christmas McCall's, we believe you will agree that we have kept our word. This beautiful issue, by the way, wraps up, for McCall's, the biggest year of advertising revenue in the history of women's magazines—a gain of \$11,306,000 over 1959! Among all major magazines, McCall's rolled up the biggest 10 month advertising page gain: 254 pages.* In addition, McCall's has recorded 18 consecutive months of advertising gains and 21 consecutive months of spectacular newsstand increases—by far the biggest and lengthiest in the field. Our promise to you for 1961: The best is yet to come. All the season's best from McCall's: First Magazine For Women.

*Last published P. I. B.

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